

# **EXHIBIT 22**

THE HILSEE GROUP LLC

# Report on Communication of Mold Problems regarding Whirlpool Front Load Washers

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In re: Whirlpool Corp. Frontloading Washer  
Products Liability Litigation

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Report regarding study of information communicated by Whirlpool in Use and Care Guides and research and study of news articles and other public documents including on the internet and at the point-of-sale regarding the communication of Mold Problems associated with Front Load Washers.

Table of Contents

Assignment.....	2
Information Studied .....	3
Qualifications .....	4
Executive Summary.....	4
Use and Care Guides .....	6
Information in the Media.....	15
Information on the Internet.....	25
Information on Whirlpool’s Website .....	28
Retailer and Point of Sale Communications .....	31
Analysis of Means to Effectively Communicate Information to Consumers .....	32
Signature .....	33
<b>Exhibit 1 – The Hilsee Group LLC curriculum vitae. . . . .</b>	<b>34</b>
<b>Exhibit 2 – Summary of FLW Public Document Appearances 1970 – Present. . . . .</b>	<b>72</b>
<b>Exhibit 3 – Public Documents in Class Area relating to Mold Problems . . . . .</b>	<b>74</b>
<b>Exhibit 4 – Public Documents Database . . . . .</b>	<b>165</b>
<b>Exhibit 5 – Letter to Retail Purchasers regarding Mold Problems . . . . .</b>	<b>177</b>

### Assignment

1. We have been asked by counsel for plaintiffs in the *In re: Whirlpool Corp. Frontloading Washer Products Liability Litigation* to study communication issues surrounding the alleged design defects in Duet, Duet HT and Duet Sport Front-Loading Automatic Washers (the “Washing Machines” or “Machines”) that cause them to (a) accumulate mold and mildew and/or residue or growth within the Washing Machines, (b) produce a moldy or mildewy odor that permeates the Washing Machines and/or consumers’ homes, (c) produce a mold or mildew odor on clothes and other items washed in the Machines, (d) fail to clean the Machines and remove moisture, residue, growth and/or bacteria that lead to the formation of mold, mildew and/or associated foul odors. The problems are collectively referred to as “Mold Problems.”

2. The question we have been asked to focus on is whether the Mold Problems have been adequately communicated to consumers either before or after purchase of the Washing Machines.

### Information Studied

3. To address this question we researched and studied information that has appeared in the media since 1970 about front load washing machines (“FLWs”) including about the Mold Problems as detailed in this report. We searched and studied information about the Mold Problems on the internet at numerous sites including those referenced in this report. We studied numerous Use and Care guides from each year for the last 9 years for the Machines. We studied point-of-sale information communicated to potential retail purchasers of the Machines. We considered means by which Whirlpool could communicate the Mold Problems to prospective purchasers in such a way as to fully disclose the matter. We also studied the First Amended Master Class Action Complaint in this matter, as well as the deposition of Anthony Hardaway and an interview he gave regarding Affresh™ that appeared in connection with Affresh.com.

#### Qualifications

4. I am a Principal with The Hilsee Group LLC. I serve as a notice and communications expert in connection with complex litigation, analyzing and testifying on notice and communications effectiveness both on a prospective basis (how to effectively communicate information through a public informational campaign yet to occur, e.g., in a class action notice context) and on a retrospective basis (e.g., studying information previously disseminated to a target audience by news, advertising, and other literature and public documents.) I have been qualified by courts to study and opine on communications issues such as this, and I have been recognized as an expert on notice, communications, readability and plain language. I personally performed and oversaw the work that is the subject of this report. I was assisted in this assignment by my partner Barbara Coyle Hilsee, herself an expert in these areas. The Hilsee Group LLC was retained by counsel for Plaintiffs and is being paid on an hourly basis at our standard rates. The Hilsee Group LLC curriculum vitae, which is attached as **Exhibit 1**, provides a listing of my publications and cases in which I have provided expert testimony, as well as judicial comments regarding my work, and the credibility of my testimony.

#### Executive Summary

5. Whirlpool communicated information about the Mold Problems through its Use and Care Guides, however a) the Use and Care Guides are not documents designed to communicate with prospective purchasers to study before purchase; b) the only statements about Mold Problems communicated in the Use and Care Guides appeared more recently, and at all times conflicted with other statements in the same Use and Care Guides such that would minimize concern about the Mold Problems; and c) the statements about Mold Problems were couched in euphemisms like “washer freshness” that softened the communication of any Mold Problems and clouded the meaning or import of the Mold Problems among any average readers of the Use and Care Guides. In fact, Mold Problems

were only directly mentioned in connection with High Efficiency (“HE”) detergent use to keep suds down, and in that respect, the Use and Care Guides also communicated that the machines automatically detected and removed extra suds, thereby undermining the effectiveness of any warnings to use HE detergent.

6. Thousands of articles about FLWs have appeared in the media, but only a fraction of them were about Mold Problems at all, and only a handful were about Mold Problems in connection with Whirlpool FLWs. Therefore it appears that very little was communicated to the public about Mold Problems such that putative class members in this case would be effectively on notice about the Mold Problems from the time they purchased a Whirlpool FLW.

7. The content of the articles about Mold Problems in the media further suggest that class members have not been placed on notice about the Mold Problems. The information in the news media largely touts the advantages of FLWs and rarely describes the Mold Problems, and when it does, the information often simplifies the solution, mentions the Mold Problems in the context of being limited to certain older machines, or places blame elsewhere such as on detergent manufacturers.

8. Information on the internet today, even after the lawsuit has been pending, is noticeably devoid of adequate disclosure of the Mold Problems generally and particularly on Whirlpool’s own website. Only by searching for “mold problem” keywords—which requires the type of pre-existing knowledge that our news article research clearly suggests is not present—would one find information about the Mold Problems. Other typical searches by prospective FLW purchasers turns up documents about the features and benefits of FLWs with Mold Problems visible only by clicking often several levels deep at the websites that first describe the advantages of FLWs.

9. At Whirlpool’s website today, even after the lawsuit has been pending, the Mold Problems take a back seat to the advantages of FLWs. Much like the Use and Care Guides, the word

“mold” appears only in a few frequently asked questions, while euphemisms like “maintaining washer freshness” abound in “odor” related information. Other information promotes an “automatic” or “ease” or “convenience” message (the “Automatic/Easy/Convenience Messages”) about Whirlpool FLWs, minimizing and undermining any communication of the Mold Problems. The Whirlpool.com website and the Affresh.com website focus more on selling the tablets to address the Mold Problems than about clearly disclosing the true nature of the Mold Problems.

10. At the point-of-sale today, even after the lawsuits have been pending, information about the Mold Problems appear to be buried in Use and Care Guides and not actively provided to prospective buyers by Whirlpool or its retail distributors. In a brief survey we undertook to simply explore the level of disclosure, very few retailer salespeople we called disclosed the Mold Problems at all until prompted for information about such problems, and then most provided ineffective communication of the Mold Problems, for example information suggesting the Mold Problems were related to older machines, or that such problems are easily rectified with simple steps.

11. I observed typical FLW point-of-sale retail environments and did not find clear and direct communication of the Mold Problems. In my view, Whirlpool could and should have undertaken to provide clear communications to retailers for them to provide to customers before they purchased FLWs. In this regard, I have undertaken to write and attach to this report a sample of a simple one-page letter that could have been provided to purchasers before they bought a machine—which could have been affixed to machines shipped to retailers—in order to bluntly communicate the Mold Problems, without conflicting marketing language that would weaken the communication. Whirlpool could have provided similar disclosures in clear and plain language if it truly desired to actually inform class members about the Mold Problems.

#### Use and Care Guides

12. We reviewed more than 50 Use and Care Guides which were printed between 2001 and 2009 as detailed below. I will provide some detailed observations on the communications effectiveness of information related to the Mold Problems on at least one from every year, and provide some overall conclusions regarding communication of the Mold Problem.

13. Use and Care Guides are not devices designed to provide prospective purchasers with information to read and study prior to purchase. I observed at retail situations in this case that Use and Care Guides are not prominent or present at the point of sale for customer review. Based on my experience, a Use and Care Guide is not a marketing document that product marketers consider part of the selling and informational process before customers purchase products.

14. From a communications perspective the Use and Care Guides mix the communication of Automatic/Easy/Convenience Messages with the communication of certain steps suggested to maintain the washer and which, whether known to the consumer or not, were intended to combat the Mold Problems (the "Action Steps"). In this way, the Automatic/Ease/Convenience messages blunt the import of communication of the Action Steps.

15. For example, the Automatic/Ease/Convenience Messages in one Duet Steam Use and Care Guide, June 2009, include the following communications:

- a. "electronic controls are easy to use whether you are a beginner or an expert"
- b. "The Smart Dispensers make your washer truly automatic."
- c. "The dispenser is self-cleaning, and can be easily removed"
- d. "This washer automatically adjusts water level for optimal cleaning and rinsing performance."
- e. "This washer automatically selects the spin speed based on the cycle selected."



- f. “When excessive suds are detected, a suds routine automatically starts. This routine removes extra suds and assures proper rinsing of your garments.”

16. The Automatic/Ease/Convenience Messages above in the June 2009 Use and Care Guide are consistent with statements in virtually all of the others, and they communicate what consumers likely want to hear: that they need not take extra burdensome actions if they exercise reasonable care to wash and use the device as a reasonable consumer would. After all, the newest and best devices must also be even more automatic than they ever were, as the literature communicates.

17. The disclosure of the Mold Problems is communicated in Use and Care Guides in the context of a result which may occur if the proper detergent is not used. Therefore this communicates that if the proper detergent is used, the problem will not occur, hence no other action may be needed:

Use only High Efficiency detergents. The package for this type of detergent will be marked “HE” or “High Efficiency.” This wash system, along with less water will create too much sudsing with a regular non-HE detergent. Using regular detergent will likely result in washer errors, longer cycle times and reduced rising performance. It may also result in component failures and noticeable mold or mildew. HE detergents are made to produce the right amount of suds for the best performance. Follow the manufacturer’s instructions to determine the amount of detergent to use. Duet Steam – Front Loading Automatic Washer Use and Care Guide, p. W0447661, printed 7/07.<sup>1</sup>

18. In fact, the same redundant lengthy paragraph about detergent use appears 3 times each in many of the Use and Care Guides. In the Duet Sport Front Loading Automatic Washer Use and Care Guide, printed 6/07, the passage consistent with the preceding paragraph in this report, warning against the use of non-HE detergents appears on pages W0448350, W0448351, W0448355, and there is another reference to use of HE detergent in shorter terms on page W0448360. Redundancy and repetition does not improve the communication of information especially when there is conflicting

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<sup>1</sup> Page references to Use and Care Guides are those of Bates stamp numbers of documents provided to me by Plaintiffs Class Counsel.

information that inform the users that automatic routines remove any extra suds that a non-HE detergent may yield.

19. There is no other consumer behavior that is communicated as having a causal connection to the Mold Problems other than the failure to use HE detergent.

20. The importance of the communication connection between the failure to use HE detergent and the Mold Problems suffers a setback in virtually all of the Use and Care Guides, however. Each of the Use and Care Guides I studied from 2001 to 2009 explain carefully that the effect of using a non-HE detergent will be excess sudsing, demonstrated in paragraph 17 above, and in similar passages in each of the Use and Care Guides I studied. The significance of this communication is undermined by another passage that appears in virtually all of the Use and Care Guides from 2001 to present:

- a. "SUD" (Suds Routine) When excessive suds are detected, a suds routine automatically starts. This routine removes extra suds and assures proper rinsing of your garments. "SUD" is displayed during rinsing and at the end of the cycle to inform you that Suds Routine was activated. To avoid excessive sudsing, reduce detergent amounts or use only HE (High Efficiency) detergents. Duet Front Loading Automatic Washer Use and Care Guide, p. W0438692, printed 7/01.
- b. "SUD" (Suds Routine) When excessive suds are detected, a suds routine automatically starts. This routine removes extra suds and assures proper rinsing of your garments. "SUD" is displayed during rinsing to inform you that Suds Routine was activated. Use only HE (High Efficiency) detergents. Duet Steam Front Loading Automatic Washer Use and Care Guide, p. W0451748, printed 6/09.

21. While it can be said that a careful reader of the Use and Care Guides would receive the communication explaining the need to use HE detergent, the same careful reader would also receive communications that these automatic Suds Routine takes care of any extra suds and "removes" them. Because these passages communicate that the extra suds are removed, and other passages communicate that extra suds cause the residue that causes the Mold Problems, together these

communicate that the Mold Problems are automatically taken care of by the combination of proper detergent use and the automatic Suds Routine.

22. In early Use and Care Guides, HE detergent use was not communicated as being mandatory, or provided no effective warning against use of non-HE detergent:

- a. "Regular detergents may cause oversudsing in the washer. If an HE detergent is unavailable, use ½ the recommended amount of regular detergent. Duet Front Loading Automatic Washer Use and Care Guide, P. W0438686, printed 7/01.
- b. "For best washing performance use a High Efficiency (HE), or low-sudsing, detergent." Duet Front Loading Automatic Washer Use and Care Guide, P. GARDNER00000012, printed 7/01.

23. These Use and Care Guides noted immediately above also communicated the Suds Routine that automatically removed extra suds, and communicated multiple times in the "Troubleshooting" section advice to be sure to use enough detergent to get clothes clean, and did so without effectively communicating a warning or the implications on Mold Problems caused by non-HE detergent:

"Stains on Load. Did you use enough detergent? Use enough detergent to remove soil and hold it in suspension. For best performance use a High Efficiency detergent. . . Gray whites, Dingy colors. . . Did you use enough detergent or do you have hard water? Use more detergent for washing heavy soils in cold or hard water." Duet Front Loading Automatic Washer Use and Care Guide, P. GARDNER00000012, printed 7/01.

24. I've determined that the Action Steps communicated in the Use and Care Guides rarely communicated that they were related in some way with the Mold Problems, while marginally changing over time with hints at odor. The effect of not following the Action Step rarely, and only very recently, communicated that the Mold Problems would occur if not followed, instead communicating in euphemisms, e.g., "freshness," "stained areas," "odor-causing residue," or "washing performance," so as to be virtually unintelligible except perhaps to lawyers arguing whether disclosure had taken place:

<b>Year</b>	<b>Action Steps</b>	<b>Effect communicated of not following Action Step</b>
2001 <sup>2</sup>	Use HE detergent	"oversudsing" will occur
2001	Clean the exterior	"spills" may remain; won't "look new"
2001	Clean the interior	"detergent residue" may remain
2001	Clean the door seal	"foreign objects" may remain
2001	Clean dispenser drawer	None
2002 <sup>3</sup>	Use HE Detergent	"unsatisfactory performance" and "oversudsing" will occur
2002	Clean the exterior	"spills" may remain; won't "look new"
2002	Clean the interior	"detergent residue" may remain
2002	Clean the door seal	"foreign objects" may remain
2002	Clean dispenser drawer	None
2003 <sup>4</sup>	Use HE detergent	"washing performance" won't be "best"
2003	Clean the exterior	"spills" may remain; won't "look new"
2003	Clean the interior	"detergent residue" may remain
2003	Clean the door seal	"foreign objects" may remain
2003	Clean dispenser drawer	None
2004 <sup>5</sup>	Use HE detergent	"washing performance" won't be "best"
2004	Clean the exterior	"spills" may remain; won't "look new"
2004	Clean the interior	"detergent residue" may remain
2004	Clean the door seal	"foreign objects" may remain
2004	Clean dispenser drawer	None
2005 <sup>6</sup>	Use HE detergent	"oversudsing"; "washer errors"; "longer cycle times"; "reduced rinsing performance"; "component failures"; "noticeable mold and mildew"; washer "freshness" won't be maintained; "film residue may result in odor"; "washer odor" may not be avoided
2005	Clean the exterior	"spills" may remain; won't "look new"
2005	Clean the interior	"detergent residue" may remain
2005	Clean the door seal	"stained areas" may remain
2005	Clean dispenser drawer	None
2005	Leave door open	Washer interior "ventilation and drying" will be worse; washer "freshness" won't be maintained; "washer odor" may not be avoided
2005	Washer Monthly Maintenance cycle	Inside of washer won't be "thoroughly clean"; washer "freshness" won't be maintained
2006 <sup>7</sup>	Use HE detergent	"oversudsing"; "washer errors"; "longer cycle times"; "reduced rinsing performance"; "component failures"; "noticeable mold and mildew"; washer "freshness" won't

<sup>2</sup> Duet Front Loading Automatic Washer Use and Care Guide, p. W0438676-W0438695, printed 7/01.

<sup>3</sup> Duet Front Loading Automatic Washer Use and Care Guide, p. W0440286-W0440305, printed 9/02.

<sup>4</sup> Duet HT Front Loading Automatic Washer Use and Care Guide, p. W0441202-W0441222, printed 10/03

<sup>5</sup> Duet Front Loading Automatic Washer Use and Care Guide, p. NORDAN00000001-NORDAN00000021, printed 4/04

<sup>6</sup> Duet Front Loading Automatic Washer Use and Care Guide, p. W0443582-W0443604, printed 9/05

<sup>7</sup> Duet Front Loading Automatic Washer Use and Care Guide, p. W0445158-W0445181, printed 9/06

		be maintained; "film residue may result in odor"; "washer odor" may not be avoided
2006	Clean the exterior	"spills" may remain; won't "look new"
2006	Clean the door seal	"stained areas" may remain; "foreign objects" may remain
2006	Clean dispenser drawer	None
2006	Leave door open	Washer interior "ventilation and drying" will be worse; washer "freshness" won't be maintained; "washer odor" may not be avoided
2006	Washer Monthly Maintenance cycle	Inside of washer won't be "thoroughly clean"; washer "freshness" won't be maintained
2007 <sup>8</sup>	Use HE detergent	"oversudsing"; "washer errors"; "longer cycle times"; "reduced rinsing performance"; "component failures"; "noticeable mold and mildew"; washer "freshness" won't be maintained; "film residue may result in odor"; "washer odor" may not be avoided
2007	Clean the exterior	"spills" may remain; won't "look new"
2007	Clean the interior	"detergent residue" may remain
2007	Clean the door seal	"stained areas" may remain; "foreign objects" may remain
2007	Clean dispenser drawer	None
2007	Leave door open	Washer interior "ventilation and drying" will be worse; washer "freshness" won't be maintained; "washer odor" may not be avoided
2007	Washer Monthly Maintenance cycle	Inside of washer won't be "thoroughly clean"; washer "freshness" won't be maintained
2007	Use Affresh™ washer cleaner	"odor-causing residue" won't be "removed and avoided"
2007	Wipe residue after cleaner	None
2008 <sup>9</sup>	Use HE detergent	"oversudsing"; "washer errors"; "longer cycle times"; "reduced rinsing performance"; "component failures"; "noticeable mold and mildew"; washer "freshness" won't be maintained; "film residue may result in odor"; "washer odor" may not be avoided
2008	Clean the exterior	"spills" may remain; won't "look new"
2008	Clean the door seal	"stained areas" may remain; "foreign objects" may remain
2008	Clean dispenser drawer	None
2008	Leave door open	Washer interior "ventilation and drying" will be worse; washer "freshness" won't be maintained; "washer odor" may not be avoided
2008	Washer Monthly	Inside of washer won't be "thoroughly clean"; washer

<sup>8</sup> Duet Steam Front Loading Automatic Washer Use and Care Guide, p. W0447651-W0447674, printed 7/07

<sup>9</sup> Duet Steam Duet Vapor Front Loading Automatic Washer Use and Care Guide, p. W0449151-W0449175, printed 8/08

	Maintenance cycle	"freshness" won't be maintained
2008	Use Affresh™ washer cleaner	"odor-causing residue" won't be "removed and avoided"
2008	Wipe residue after cleaner	None
2009 <sup>10</sup>	Use HE detergent	"oversudsing"; "washer errors"; "longer cycle times"; "reduced rinsing performance"; "component failures"; "noticeable mold and mildew"; washer "freshness" won't be maintained; "film residue may result in odor"; "washer odor" may not be avoided
2009	Clean the exterior	"spills" may remain; won't "look new"
2009	Clean the door seal	"stained areas" may remain; "foreign objects" may remain
2009	Clean dispenser drawer	None
2009	Leave door open	Washer interior "ventilation and drying" will be worse; washer "freshness" won't be maintained; "washer odor" may not be avoided
2009	Washer Monthly Maintenance cycle	Inside of washer won't be "thoroughly clean"; washer "freshness" won't be maintained
2009	Use Affresh™ washer cleaner	"odor-causing residue" won't be "removed and avoided"
2009	Wipe residue after cleaner	None

25. The effectiveness of the communications above regarding the result of not following the Action Steps suggested is diminished as a result of vague language. These euphemisms do not come to the point in a clear and direct manner. Instead, the language appears to be an attempt to "walk a line" between avoiding calling attention to a problem, and arguably disclosing the problem.

26. Using HE Detergent is the only Action Step communicated as necessary or otherwise result in the Mold Problems (as described above). Indeed the emphasis on HE detergent use communicated that it was the primary if not only concern that readers of the Use and Care Guides should have. In other words, if a reader of the Use and Care Guide used HE detergent properly, the Use and Care Guides would effectively communicate that other Action Steps were therefore unnecessary, if

<sup>10</sup> Duet Steam Front Loading Automatic Washer Use and Care Guide, p. W0451727-W0451752, printed 6/09

such readers understood the connection between “odor causing residue” and “freshness” as Whirlpool intended them to.

27. Water extraction is poorly communicated in the Use and Care Guides. As a result of language in the Guides that suggests remaining water is normal, the effectiveness of communications requiring wiping away water so as to avoid a “residue problem” are diminished. For example, in the “choosing the detergent” section within the “Using the Dispenser” section of many of the Use and Care Guides, readers are advised: “it is normal for small amounts of water to remain in the dispensers when the wash cycle is complete.” Duet HT Front Loading Automatic Washer Use and Care Guide, p. W0441202-W0441222, printed 10/03. This communication undermines communications elsewhere which is essential to readers understanding that removing excess water is vital to avoiding the Mold Problem.

28. The Use and Care Guides do a poor job of communicating whether the consumer needs to worry too much about taking steps to remove residue. Despite language in the Action Steps about actions necessary to ensure that residue is removed, language elsewhere communicates, as would be expected, that the machine takes care of removing residue on its own. For example, the consumer choosing to simply run an Extra Rinse cycle, it was communicated in most if not all Use and Care Guides that doing so would “ensure the removal of detergent or bleach residue from the garments.” This would communicate to a reasonable consumer that the detergent and bleach must therefore be removed from the machine if they are removed from the garments, therefore making extra Action Steps less important for the reader who chose this option. Similarly, the Suds Routine would communicate the same effect to all users, since that cycle is communicated as automatically “removing extra suds, and assures proper rinsing of garments.”

29. The communications in many of the Use and Care Guides provide confusing and conflicting information regarding the detergent dispenser drawer. Many Use and Care Guides communicate that the drawers are self-cleaning in one part of the Use and Care Guide and in another part that they may be removed and cleaned. This type of conflicting communication exemplifies how the Use and Care Guides ineffectively communicate instructions such that a reasonable reader may not be able follow them. For example, the same Use and Care Guide communicated the following:

- a. "The smart dispensers make your washer truly automatic. This washer provides a three-compartment dispenser which includes separate compartments for detergent, fabric softener, and bleach. The dispenser has large pour zones, is self-cleaning, and can be easily removed." Duet Front Loading Automatic Washer Use and Care Guide, p. GARDNER00000010, printed 4/04.
- b. Cleaning the dispenser drawer. The dispenser drawer is removable for easy cleaning. 1. Unlock the dispenser drawer by pressing the Release Lever. See "Using the Dispenser." Remove the drawer. 2. Remove the inserts (the siphon from the softener and bleach compartments and the separator). 3. Wash the parts under running water. 4. Replace the inserts and return the dispenser to the drawer. Duet Front Loading Automatic Washer Use and Care Guide, p. GARDNER00000017, printed 4/04.

#### Information in the Media

30. We performed extensive searches for all news articles relating to FLWs and to the Mold Problems in FLWs by using Lexis/Nexis, a database of news articles that have appeared in thousands of media sources. Lexis/Nexis is frequently relied upon by professionals in my field for such research.

31. Our searches included every available date, and every available media vehicle tracked by Lexis/Nexis. Virtually all major media vehicles in the U.S. and around the world are included in Lexis/Nexis.

32. Using a wide variety keywords relating to the Mold Problems and relating to front load washing machines generally, we looked for, and believe we found, a very comprehensive set of relevant new articles, broadcast transcripts, and news wire texts through Lexis/Nexis (the "Public Documents")



that have appeared about the Mold Problems in Whirlpool Machines and in non-Whirlpool machines, as well as Public Documents about front load washing machines that are not related to the Mold Problems.

33. We searched for these keywords: “front load” (all endings on ‘load’) within 15 words of “washer” or “washing”, and within 40 words of certain “Mold/Odor” keywords: “mold” or “moldy” or “mouldy” or “mildew” or “smell” (all endings) or “odor” or “fungus” or “fungi.” We found Public Documents with Mold/Odor keywords that included reference to Whirlpool, as well as those that did not include reference to Whirlpool.

34. We found 8,348 Public Documents about front load washers from 1970 to present. Of those, only 276 included the Mold/Odor keywords. We then studied the 276 Public Documents to determine what each article was communicating in terms of certain topic content points. The topic content points we deemed relevant are:

- a. Mentions or describes advantages of front load washers (and whether Whirlpool and/or other brands were being cited).
- b. About the Mold Problems (and whether Whirlpool and/or other brands were cited in connection with this).
- c. Describes certain steps consumers can/should take to alleviate or correct problem (and the number of different steps suggested).
- d. A person tried at least one step to correct Mold Problems which didn’t work.
- e. Suggests that the Mold Problems may be irreparable or require replacement.

35. Out of the 276 Public Documents that included the Mold/Odor keywords, 104 were about the Mold Problems to some degree. Of those 104, 74 appeared in the United States. Of those 74 Public Documents, 70 appeared in consumer media, i.e., not in trade media. Of those 70, 62 actually appeared, i.e., they were not simply a text of information issued over a news wire that may or may not

have been published by a news source. Out of the 62 consumer media articles and broadcast transcripts, 29 appeared in the states where plaintiffs are seeking class status (Ohio, California, Florida, Illinois, New Jersey, New York, Arizona, Indiana, Maryland, North Carolina, Texas, together the "Class Area").<sup>11</sup> Of these 29 appearances, 4 mentioned Whirlpool in connection with the Mold Problems, and 1 appeared in the main news section as opposed to another less read section such as Home, of Life, or Family, etc.<sup>12</sup> **Exhibit 2** to this affidavit is a table with these statistics broken out chronologically.

36. The sum total of the appearances of the Mold Problems topic in the Class Area relative to the promotional and other appearances touting advantages or other information about FLWs, without any reference to Mold Problems, clearly suggests that public media was not adequately communicating the Mold Problems at all, let alone provided effective content so as to place would-be purchasers on notice about the Mold Problems, or what they would be expected to do about it. In total, 0.35%, or less than 1/2 of 1 percent of the total Public Documents we found about FLWs had anything to do with the Mold Problems in the Class Area, and 0.05% or approximately 1/2 of 1/10 of 1 percent of the appearances of any FLW article mentioned Whirlpool in connection with the Mold Problems in Class Area consumer media.

37. The first Mold Problems Public Document to appear in the United States was on July 18, 2000 in the Great Falls Tribune in Montana. It did not appear in the Class Area.

38. The first Mold Problems Public Document to appear in the Class Area was on CNN Financial News on October 11, 2002. The reference is brief:

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<sup>11</sup> Included in this count of 30 consumer media appearances in the Class Area are national media appearances that may have gained exposure in the Class Area.

<sup>12</sup> In consumer magazines without section delineations, we considered the entire publication to be 'main news' for these purposes even if the article appeared all the way in the back.

“ROMANS: Interesting, though, I was reading in the "Martha Stewart Living" magazine that those front-load washers can get mildew around the ring of the seal. KIERNAN: Oh, really? ROMANS: Yes, because it gets stuck in there.”<sup>13</sup>

39. The story also mentioned the advantages of FLWs:

“... the agitation isn't as harsh, and you don't require as much water. It is a more efficient process.”

40. The rest of the story was for the most part a lengthy discussion of the financial outlook for Whirlpool and Maytag and in any event did not communicate any maintenance steps that would be necessary to address the Mold Problems. This appearance was also the only broadcast appearance in the Class Area of the Mold Problems.

41. No detailed Mold Problems Public Document appeared in the Class Area until January 2005 in Consumer Reports. But the mention in this publication cited only the Maytag Neptune and its class action settlement. This communicated to a reasonable reader that the problem could be limited to Maytag Neptune FLWs. This conclusion is borne out by how at least some retailers, even today, apparently explain to potential purchasers “There is no problem now. The problem was on old machines.” See below for description of information we heard from retailers when developing this report.

42. In the other 29 Class Area appearances, 13 touted the advantages of FLWs in the same story in which the Mold Problems was mentioned. In only 4 of the 30 total Mold Problems Class Area stories was Whirlpool specifically cited in connection with the Mold Problems, all of which appeared after September 2008. In each of these 4 appearances—which was really 2 different articles, because 3

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<sup>13</sup> We could not locate the Martha Stewart Living article referred to in the CNNFN story.

of them were almost identical in content<sup>14</sup>—the article communicated information that would minimize any concern with the Mold Problems that would-be purchasers might have:

<u>Date</u>	<u>Source</u>	<u>Information in Article</u>	<u>Communication</u>
9/12/08	<u>Chicago Tribune</u>	"The whole reason this problem exists is the fault of the detergent manufacturers," Flynn said. "They tell us to use too much of their detergents." Consumers who own front-loading washing machines should use only about one-quarter of the recommended amount of high-efficiency, or HE, low-sudsing detergent. Non-HE detergents in front-loaders are too sudsy. . . To eliminate odors, Smellywasher users should put a capful of Flynn's product in the detergent dispenser, select the hottest water temperature and the extra-large load to fill the empty washer with the largest amount of water. Let the water agitation start and then stop the washer and allow the solution to soak for two to four hours. Repeat as necessary and allow to soak overnight if needed.	This communicates that if consumers use the right detergent in the right amount they can avoid the issue. The communication of steps to take to remove odors is communicated in the context of IF the right detergent is not used.
9/12/08	<u>Chicago Tribune</u> (Zone NRW)	Same Information	Same Communication
2/09	<u>Consumer Reports</u>	Mold is a growing concern. Recent lawsuits alleging mold problems in some front-loaders have been filed against LG and Whirlpool. Our Annual Product Reliability Survey found almost one-fifth of repairs to Maytag front-loaders bought in the last four years was due to mold, though all front-loaders had some mold problems. Consumer Reports readers who have written to us complaining of mold buildup also have reported no universal remedy. See "Ask Our Experts" for our suggestions, which might do the trick. . . If you'll be running your washer in a dry basement, the prospects of excess	This communicates that the Mold Problems occur in damp basements and therefore if such placement is avoided the Mold Problems can be avoided.

<sup>14</sup> The Chicago Tribune stories are really the same story in two different zones of the newspaper.

		vibration and mold buildup need not sway you from a front-loader.	
3/21/09	<u>Orlando Sentinel</u>	Same content as Chicago Tribune stories	Same communication as Chicago Tribune stories

43. The purchaser of a Whirlpool FLW who saw and read the Chicago Tribune and Orlando Sentinel stories, and who also read the Use and Care Guide, would have been communicated that extra suds are no worry, and are automatically dealt with by the Whirlpool automatic “SUDS Routine” cycle which detects and removes extra suds, thus blunting the communication of concern over-sudsing in news articles like these and others.

44. Out of the 29 consumer media appearances of information about the Mold Problems in the Class Area, steps that alleviate the Mold Problems are described in 24 of them. If plaintiffs are right that no steps truly correct the Mold Problems, then even the appearances identifying the Mold Problems, regardless of how effectively they communicated the Mold Problems, would have largely communicated to a would-be purchaser that the Mold Problems are not much to worry about, because they can be addressed.

45. In fact most of the references to “Steps Alleviate the Problem” communicate steps to take IF the Mold Problems are appearing, and do not inform would-be purchasers that they would have to take regular and unusually onerous and burdensome steps like cleaning the washer, if they bought the washer. For example:

- a. “Note that some users of front-loading washers have experienced mold or mildew problems from water remaining in the door seal. Check the manual for guidance, or leave the door open for an hour or so after every wash session.” Consumer Reports, Feb. 2008

- i. This communicates that the Mold Problems are limited to some people, not everyone, and suggests that if water is wiped away from the seal the problem can be avoided. Instead of communicating to readers to follow all the instructions in the Use and Care Guide, it communicates an easier alternative: leaving the door open, IF a Mold or Mildew Problem is experienced.
- b. “Do you have the manual? Establishing which machine you have is key to solving this problem. For example, a new Kenmore front loader has a "wash the washer" cycle. . .Use HE (high efficiency) detergent only in these machines. Regular detergent creates too many suds. . . Leave the door ajar to let the washer interior dry between washes. Austin American-Statesman, July 18, 2006.
  - i. The reference to “establishing which machine you have is key” communicates to Whirlpool purchasers that their manual may have specific information. Such readers who then read their manual would have found reference to the “SUDS Routine,” which automatically detects and removes extra suds. Thus the communication from this article about a cause being extra suds would be undermined by Whirlpool-specific information. Additionally, the headline of this article **“Wrong detergent could be causing moldy smell after washing clothes”** strongly communicated to any readers that the problem was focused on the detergent use. If plaintiffs are correct that a design defect and not simply the use of the wrong detergent is to blame, this article and many others like it would be erroneous and misleading.
- c. “The salesman gave me some very valuable information including the fact that front-loaders are notorious for odor because people close them up too soon. But he said if I kept the machine door open until it was dry after each wash session (which I had always done anyway), that it should be fine.” Orange County Register, April, 19, 2008.
  - i. This communicates that one simple step is all that is needed, with the source of that step being a knowledgeable person at the point of sale, despite the 5

suggested steps described in the article by the reporter in total. The article, by failing to communicate that HE detergent must be used and regular cleaner cycles must be used, as Whirlpool's Use and Care Guides state, communicates information in conflict with, but easier to comply with, those in Whirlpool's Use and Care Guides.

- ii. In fact articles such as this directly communicate that customer logic is acceptable when it comes to deciding whether it is necessary to follow a Use and Care Guide. This same Orange County Register article states:

"But because this detergent already has oxygen bleach in it, the machine doesn't seem to need any further monthly chlorine bleach cycle to clean itself. The user's manual recommends a monthly chlorine bleach cycle, but I don't want chlorine next to my skin. I believe that chlorine will also eventually degrade the seals."

46. Out of the 29 Public Documents that appeared in Class Area consumer media about the Mold Problems, in only 9 instances (0.11% or 1/10 of 1 per cent of all FLW articles) were the Mold Problems referenced in the headline of a Class Area consumer media vehicle. These headlines were:

<u>Date</u>	<u>Source</u>	<u>Headline</u>	<u>Communication</u>
7/18/06	Austin-American Statesman	Wrong detergent could be causing moldy smell after washing clothes	Detergent is to blame
1/28/07	Buffalo News	A Maytag Mold Problem gets washed away	Problem is specific to Maytag
2/29/08	Miami Herald	Whither musty smell in washer?	Article must be read (see below)
4/5/08	Orange County Register	Rinse the stink out of your washer	Rinse cycle removes odors
4/19/08	Orange County Register	Readers sound off on stinky washers	Unclear- article must be read (see par. 45c above)
9/12/08	Chicago Tribune	Inventor takes the PU	Problem has been

		out of washers	solved
9/12/08	Chicago Tribune	Inventor takes the PU out of washers	Problem has been solved
1/9/09	Belleville News-Democrat	Get rid of mold in the washer	Eliminate, possibly for good.
3/21/09	Orlando Sentinel	A wash for that smelly washer	

- a. None of these articles appeared on page 1 of a newspaper, nor did any appear in the main news section.
- b. The headlines generally communicate that the Mold Problems are either relatively easily fixable, or have been corrected, or may be corrected by an action once and for all, or is limited to certain machines.
- c. The April 29, 2008 news article in the Miami Herald is a short one that communicates that the Mold Problems could be an unfortunate bad gasket on one Frigidaire machine:

“The problem was caused by water that was collecting in the ‘boot’ that seals the door, spokesman Tony Evans said in an e-mail. Customer service had been in touch to arrange a time to replace and install the part at no charge. ‘This should take care of the problem,’ he said.”

47. The 29 Public Documents that appeared in consumer media in the Class Area are attached to this report as **Exhibit 3**, and the entire Public Document database of stories with mold/odor keywords and how they were coded is attached to this report as **Exhibit 4**.

48. Notwithstanding the topics communicated or not communicated in the Public Documents, the Public Documents reached very few people as a percentage of adults (and therefore a similar percentage of FLW consumers).



- a. Consumer Reports readership is 8.4% of adults in the U.S., and therefore approximately that level in each state. In many years, the various mentions of the Mold Problems that appeared constitute the only disclosure in most Class Area states. For example, in 2005 Consumer Reports is the only coverage that Ohio, California, Florida, New Jersey, New York, Arizona, Indiana, Maryland, Illinois, and North Carolina received by Public Documents we captured. Only Texas received any additional coverage by one newspaper in one city. The newspapers in which a Mold Problems Public Document ever appeared reach the following percentages of adult populations of their respective states<sup>15</sup>:

- i. Austin American-Statesman: 2.51% of Texas adults
- ii. Buffalo News : 4.14% of New York adults
- iii. Daytona Beach News-Journal : 1.56% of Florida adults
- iv. St. Petersburg Times: 6.53% of Florida adults
- v. Chicago Tribune: 20.8% of Illinois adults
- vi. Miami Herald: 5.65% of Florida adults
- vii. Orange County Register: 2.66% of California adults
- viii. Raleigh News & Observer: 7.06% of North Carolina adults
- ix. Syracuse Post-Standard: 2.46% of New York adults
- x. Akron Beacon Journal: 3.95% of Ohio adults
- xi. Belleville News-Democrat: 1.47% of Illinois adults
- xii. Orlando Sentinel : 4.95% of Florida adults

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<sup>15</sup> Based on Audit Bureau of Circulation data, and Scarborough data on additional readers-per-circulated copy. Circulation and readership based on highest circulation day for each newspaper. Miami Herald includes Spanish language edition circulation. The corresponding circulation and reach calculations would differ marginally for the period in which the exposure took place, i.e., today vs. several years ago when the articles appeared.

- xiii. Bloomington Pantagraph: 1.16% of Illinois adults
  - xiv. Dallas Morning News: 5.66% of Texas adults
- b. Our search turned up no local consumer media coverage of information about the Mold Problems in Public Documents at any time in New Jersey, Indiana, Arizona, or Maryland media.
- c. The net audience of the single BusinessWeek Online exposure in 2009 is incalculable, and a single spot on a CNN Financial News show in 2002 is incalculable. However, it is a certainty, based on cable television penetration overall, that both would have resulted in insignificant coverage of adults in the Class Area as percentages of all adults and therefore FLW consumers.

Information on the internet

49. A person who knows what to search for could find information about the Mold Problems on Google today. Of course, based on the paltry number of news articles effectively educating consumers about or even referencing the Mold Problems, among the thousands that have been written about FLWs, there would be no reason for the average consumer to even know to search for Mold Problems in connection with a FLW. The content and information provided in documents that turn up on a Google search varies widely. Also, the number of sources of information available in the past would be less than today. Based on the recency of information appearing about Mold Problems as shown in the Public Documents database, the number of documents available to class members several years ago would be significantly less than today.

50. Starting where a would-be purchaser who does not have knowledge of the Mold Problems would (as the Public Documents study clearly suggests applies to most people), a search for

"Front Load Washer Reviews" turns up many stories about FLWs, and little in the way of Mold Problems information that is particularly damning or revealing of the extensive maintenance required and the irreparable nature of the problems, if plaintiffs are correct in that position.

51. For example, working down the Google top list of hits for "Front Load Washer Reviews" we see that advantages are frequently communicated either to the exclusion of communication of the Mold Problems, or together with a mention of the Mold Problem. The Mold Problems is generally communicated as a minor issue that can be dealt with:

- a. "Although odor and mold growth are very common problems in front-loading washers, we didn't see a single complaint about "smelly washer syndrome" for this model, which includes a Microban-treated seal to inhibit bacteria and mold growth."  
<http://www.consumersearch.com/washing-machine-reviews>, last visited Nov. 12, 2009.
- b. "Another caveat is that because of their design, front-loading washers require more daily attention. For example, we've read many reports that front-loaders can develop a mildew smell caused by the water that can remain standing in the gasket and other washer parts after a cycle. Users say that owners can wipe away water after cycles or leave the washer door open for a few hours to allow water to evaporate, but this doesn't always work. Affresh Washer Cleaner Tablets (\*est. \$7 for three tablets), developed by Whirlpool, are supposed to combat mildew and odors in high-efficiency washers. However, owners posting to online forums say that dishwasher detergent also works well. . .Most experts agree that front-loading washing machines (also called horizontal-axis washing machines) do a better job of cleaning clothes than top-loaders. High-efficiency washing machines use less water, energy and detergent than conventional top-loaders. Front-loaders use about half as much water and detergent as traditional top-loaders according to the Energy Star website. In addition, their fast spin speeds of up to 1,300 rpm remove more water from clothing, thereby reducing drying time and resulting in further energy savings. Because of the design, you can't soak clothes and you have to use special low-sudsing HE detergents that cost more than regular laundry detergent." <http://www.consumersearch.com/washing-machine-reviews/front-loading-washers>, last visited Nov. 12, 2009.
- c. "Expert Review. Whirlpool Duet Steam Washer WFW9600T. Product Specs | Compare Prices. Date Published: 7/17/08. The Whirlpool Duet Steam Washer WFW9600T is just one of three brands of washing machines that so far have harnessed the industry's newest darling of features: steam. In the new category of steam washing machines, Whirlpool joins LG and Kenmore with a washer that adds a steam-cleaning option to the washer. Steam is automatically added to the heavier duty cycles on this machine, or you can opt to activate it yourself for other cycles by selecting the steam setting. Adding about \$300 to the cost of the washer, the steam function gives you a definite advantage when it comes to getting laundry really clean. Steam does a better job of loosening soil

than plain old hot water. It boosts stain removal for those stains that respond to heat, such as grease and dirt, as it sanitizes and allows you to get the results of bleaching without actually adding it to your laundry. The idea of steam-assisted appliances is adopted from the movement in Europe where steam is being increasingly used to clean everything from sinks and floors to laundry. Less water and chemicals are needed when steam is employed. It helps you conserve water and is an all-around greener option to getting the wash done. Steam not only cleans better, but it does a better job of activating detergent in the washer. With steam, you won't get undiluted, clumped detergents. Instead, you'll have fully dissolved cleaning products that are doing their intended job. And another added benefit of steam is that it helps keep the inside of your washer clean. If you use liquid detergent, you're far less likely to get a buildup of gunk coating your washtub when you steam clean your laundry. In addition to a generous capacity and a complete array of cycles, the Duet WFW9600T offers a timed Oxy-release. This allows you to place an oxidized bleach product in a dispenser and set it up for optimal time release into the washer. The result is improved stain removal for fabrics. We like this Whirlpool for all the same reasons we like the rest of the Duet line and more, thanks to its added steam feature. Pros: Steam cleans more thoroughly and can replace bleach Cons: Steam feature adds \$300 to the price."

<http://products.howstuffworks.com/whirlpool-duet-steam-washer-wfw9600t-review.htm>, last visited Nov. 12, 2009.

- d. "Energy and Time Savers. Today's innovations in washers and dryers can save consumers time and money. For example, the GE Profile SmartDispense Frontload Laundry Pair dispenses the right amount of detergent and fabric softener and selects the appropriate cycle for each load. The quality of your water can also save you some expenses. If you live in an area with hard water, you can convert it to soft water using a water softener. Soft water cleans better and saves energy; it's also better for bathing." <http://www.statusclean.com/cleaning-products/cleaning-equipment/washing-machines.aspx> , last visited Nov. 12, 2009.
- e. "You wanted to know . . .How can I get rid of the stinky, moldy smell in my front-loading washer? Renée Simon, Simpsonville, SC . LG recommends cleaning the washer by running a special hot cycle with bleach; Sears warns against using non-HE detergents; and Whirlpool markets Affresh tablets. Our advice is to leave the lid and the dispenser door open after each wash to allow air to circulate inside the drum. Wipe the door gasket and glass dry after washing and clean the detergent dispenser and any attachments monthly." <http://www.consumerreports.org/cro/ask-our-experts/2009/ask-our-experts/overview/ask-our-experts-ov.htm>, last visited Nov. 12, 2009.

52. The Mold Problems are not commonly communicated on the "top-level" page of the internet sites that turn up for "Front Load Washer Reviews." Instead, one must drill down to deeper pages to get any such information. For example, the [www.statusclean.com](http://www.statusclean.com) page referenced in item 51d. above, communicated nothing but positive reviews of the water and energy savings. Only after following a link and then another link did the consumerreports.com item in e. above turn up. In that

item, recommended steps are communicated that are in fact counter to the Whirlpool Use and Care Guides, where the suggestion does not include running the Clean Washer cycle. If indeed running the Clean Washer cycle is required, and if indeed doing so fixes the Mold Problems, then this and other communications like it do not adequately notify consumers of that, and undermine the idea that Use and Care Guides are or should be religiously followed.

Information on Whirlpool's Website

53. On Whirlpool's internet site, even today after the lawsuits have been pending, very little is effectively communicated about the Mold Problems:

- a. When searching the customer help link at <http://whirlpool.custhelp.com/app/> for questions about mold and front load washers, the site turns up 7 frequently asked questions ("FAQs"):
  - i. How to remove odors from a front-load washer without a Clean Washer cycle
  - ii. Purchasing Affresh washer cleaner
  - iii. How to remove odors from front-load washer (for washers with stored program for cleaning washer)
  - iv. My front load washer has an odor
  - v. How to remove odors from a front-load washer with the Clean Washer cycle (on control panel)
  - vi. Causes of odor in my front-load washer
  - vii. How do I clean my front-load washer door seal?
- b. The only FAQs in the above results that include the word "mold" are question vi. and  
  - vii. The other FAQs communicate using appealing euphemisms about steps to maintain washer "freshness." For example the answer to FAQ i. states: "Run a maintenance cycle every month to maintain washer freshness. This procedure helps keep odors from developing in your washer." It is vague and unclear what is meant by "freshness," and this would not adequately communicate the Mold Problems to a consumer looking for such answers. For example, an answer to the question of whether taking recommended

washer maintenance steps will eliminate the Mold Problems causing the odor is avoided.

- c. The Whirlpool site mostly mimics the recent Use and Care Guide language, so by itself those communications issues are consistent with the discussion of the Use and Care Guide communications elsewhere in this report. However, the Whirlpool website also includes language that reduces the importance of the communication of the any maintenance requirements, by communicating the Automatic/Ease/Convenience message what washer consumers likely want to hear:

“Washer Buying Guide. Care and Maintenance. Cleaning clothes is your washer's job. But don't make cleaning your washer yours. Choose a model that is dependable, low maintenance, and easy to keep clean.”  
[http://www.whirlpool.com/catalog/buying\\_guide.jsp?sectionId=287](http://www.whirlpool.com/catalog/buying_guide.jsp?sectionId=287), last visited Nov. 12, 2009.

- d. The answer to the FAQ “Why can odor-causing residues and mold and mildew stains accumulate in my front-load washer?” attempts to communicate that the Mold Problems will be eliminated by performing regular maintenance suggested, and by purchasing and using Affresh. The wording appears carefully parsed to communicate total removal of mold, by combining those concepts in the first sentence (“Odor-causing residues and mold and mildew stains have the potential to accumulate”) but referring only to residue later (The oxygenated bubbling action helps to lift and remove residue). If Whirlpool intends to communicate that these steps only remove the residue and not the mold and mildew then it should say so bluntly and clearly. I have found no such reference anywhere. Unfortunately, as is, this communicates to a reasonable reader that the Mold Problems will be removed:

"Answer: Odor-causing residues and mold and mildew stains have the potential to accumulate anywhere moisture is present. Non HE detergents used in an HE washer, body oils, grime, soap, and water can cause residue and mold and mildew stains to accumulate behind the drum of the washer. If not properly cleaned on a regular basis, all high-efficiency washing machines have the potential for odor-causing residue buildup and mold and mildew stains. Affresh™ washer cleaner features oxygenated cleaning power to penetrate, dissolve, and remove detergent and odor-causing residue from all types of washers. The oxygenated bubbling action helps to lift and remove residue, which builds over time in HE (High Efficiency) washers. Affresh washer cleaner is 100% water-soluble and safe for septic systems, washers, and the environment. To keep your HE washer fresh and operating at peak performance, use Affresh washer cleaner monthly. To purchase Affresh washer cleaner and receive a 10% discount on today's order, enter Promo Code F9A75Q4 in the Order Review and Payment screen when you checkout. Order your Affresh washer cleaner Here."

[http://whirlpool.custhelp.com/app/answers/detail/a\\_id/2362/kw/mold/sort/0%2C0/p/293/r\\_id/108281](http://whirlpool.custhelp.com/app/answers/detail/a_id/2362/kw/mold/sort/0%2C0/p/293/r_id/108281), last visited Nov. 12, 2009.

- e. Whirlpool's website makes no reference to the Mold Problems on a page describing the benefits of FLWs:

"Front-loading machines. Front-loading washers deliver excellent performance overall. They do not have agitators, but instead clean clothes by tumbling them through a concentrated water and detergent mixture. Because they clean by tumbling and not agitation, front-loaders are usually gentler on fabrics and cause less wear and tear on washables than conventional top-load washers. You may even find you can wash fabrics like washable silk and wool that could be damaged in a traditional top-loading washer. The tub does not need to fill completely with water as it does on top-loading washers, so front-loaders use less water and energy per load. And because they often have a faster spin speed, most front-loading washers remove more water from clothing, which reduces drying time. Look for front-loading models that offer a 5- to 10-minute period at the beginning of the cycle to allow for the addition or removal of garments. Most front-loading washers can hold 12 to 20 pounds of laundry per load, the latter being equivalent of up to 16 pairs of jeans. They require a special, low-sudsing detergent, made specifically for low water wash systems. These specially formulated detergents are available in most stores, including grocery stores and mass retailers, under many brand names, but all have the same "HE" logo to help identify them on the shelf. Most front-loading washers have 3 to 4 detergent dispensers that allow you to add your detergent, fabric softener and bleach at the beginning of the cycle. The machine adds each product at the correct time during the wash cycle to ensure optimal results. Front-loading washing machines are usually more expensive to purchase, but are almost always less costly to run. They usually come standard with more features and cycle selections and often operate with less noise than conventional top-loaders."

[http://www.whirlpool.com/catalog/buying\\_guide.jsp?sectionId=288](http://www.whirlpool.com/catalog/buying_guide.jsp?sectionId=288), last visited Nov. 12, 2009.

- f. However, on a page that appears to highlight the top-load washers (photo of top-loader) the Whirlpool website conveys the issue as pertaining to top-loaders (leave the “lid” open (emphasis added)) and communicates that the Mold Problems are environmental (puddles in your laundry room. . .basement or a more damp area):

Choose a worry-free washer and know what to look for to guarantee long-lasting service and low-maintenance upkeep. . . Preventing mildew and odors. Washers obviously require water and not all of the water immediately disappears after a load is complete. It helps to leave the lid open to allow the basket to air dry, especially if your washer is in a basement or a more damp area of the home. Over time, puddles of stagnant water can lead to mildew and unpleasant odors in your laundry room.  
[http://www.whirlpool.com/catalog/buying\\_guide.jsp?sectionId=291](http://www.whirlpool.com/catalog/buying_guide.jsp?sectionId=291), last visited Nov. 12, 2009.

Retailer and Point of Sale Communications

54. I observed point of sale literature in retail locations. For example, On washing machines the NSF sanitary designation sticker undermines any communication of the concern purchasers should have about following maintenance steps, as this designation is intended to communicate that the washer “reduces 99.9% of bacteria typically found on clothing, bedding, and towels, and there is no carryover of bacteria between loads after the cycle is complete” as the recent and current Use and Care Guides make clear. The implication from the time of purchase therefore is that the washer takes care of bacteria removal concerns, thus any later communication that mold and bacteria can grow inside the machine without laborious regular maintenance is undermined.

55. I observed that energy ratings are touted and visible on the outside of washers. It is not communicated at the point-of-sale (or at Whirlpool’s website) that the extra cycles required for maintenance are not calculated into these ratings and they are therefore misleading communications.

56. I have concerns that would-be purchasers are not adequately being communicated with about the Mold Problems even now after the lawsuits have been pending. We contacted a small sample



of retailers to get a sense of what information is communicated to a person interested in purchasing a FLW. Although this research did not constitute a statistically significant survey, but more of a focus group for directional purposes, not surprisingly 20 out of 24 retailers did not offer the Mold Problems when asked what a prospective buyer should know about FLWs, until being prompted by "I have heard something about a Mold Problem." Of the 4 that offered information about the Mold Problems without being prompted, each suggested that the Mold Problems were fairly easily dealt with. One retailer immediately disclosed the Mold Problems and strongly advised against FLWs because of the seemingly irreparable problems that have now come to light, both with respect to the Mold Problems and an inability to actually clean clothes effectively in so little water.

Analysis of Means to Effectively Communicate information to Consumers

57. By studying what was communicated about the Mold Problems, I considered what could have been done by Whirlpool to effectively communicate the Mold Problems to would-be purchasers and consumers.

58. Whirlpool could have issued press releases identifying the Mold Problems using blunt and clear terminology that made clear the problem and the solution. If the solutions will not remove the problem but instead will only help the consumer "manage" the problem, it should be made clear what limitations are meant by such language. Such press releases could have resulted in more news stories that made more people aware earlier.

59. Whirlpool could have issued letters to its retailers and affixed such letters to the front of each machine it shipped to retailers, so that purchasers could notice and read about the Mold Problems in clear and direct language before purchasing the washers. It could have done this in much the same way as a product marketer designs its point of sale merchandising communications to be noticeable and prominent, e.g., the way the "Energy Star" logo is positioned in a noticeable spot on the front of the

washer. As an example of the straight forward language that is required for an effectively communicated disclosure such that would effectively notify a prospective buyer of the Mold Problems, I have drafted such a letter which is attached as **Exhibit 5**. The wording and substance of the letter is deliberately specific and devoid of marketing language, euphemisms, offsetting features and benefit language, or conflicting statements, which are the hallmark of the Use and Care Guides and other information at the point of sale. I have taken information that forms the substance of the letter from facts in Whirlpool's literature and website, by translating the euphemisms in the Whirlpool's Use and Care Guides, and from disclosures in the Hardaway deposition.

60. Whirlpool could have, and still could, send letters to registered owners informing them of the Mold Problems, and individually urging them to take steps to rectify Mold Problems—if any such steps are likely to be successful—so that any currently unaffected machines could be prevented from developing irreparable Mold Problems due to owners not following ineffectively communicated Action Steps in Use and Care Guides.

Signature

61. Experts in the field of communications reasonably rely upon the information I have relied upon as detailed in this report, alone or in combination, to form opinions similar to those which I have formed in this case, as detailed in this report. I relied on each of the sources detailed in this report in reaching the opinions expressed in this report. I hold the opinions set forth in this report to a reasonable degree of professional certainty in my field of expertise. Executed at Souderton, Pennsylvania, this 16th day of November, 2009

A handwritten signature in black ink, appearing to read "Todd B. Hilsee", written over a horizontal line.

Todd B. Hilsee

# EXHIBIT 1



*Unbiased Notice Experts – Serving Courts – Promoting Due Process*

<b>Practice Overview</b> . . . . .	<b>Page 1</b>
<b>Judicial Recognition</b> . . . . .	<b>Page 4</b>
<b>Academic and Practitioner Comments</b> . . . . .	<b>Page 20</b>
<b>Publications</b> . . . . .	<b>Page 22</b>
<b>Panels, Speaking and Education</b> . . . . .	<b>Page 24</b>
<b>Case Experience</b> . . . . .	<b>Page 26</b>

### **What Is The Hilsee Group?**

The Hilsee Group LLC serves courts, special masters, and lawyers as a neutral class action notice expert and bankruptcy notice expert. An independent voice for effective notice and due process, The Hilsee Group (THG) is not paid to administer notice programs. With experience and impartiality, THG analysis/testimony helps courts ensure that satisfactory notice is afforded to class members, claimants, or others affected by legal notifications in the United States, Canada and around the world.

### **Who Are The Hilsee Group Principals?**

THG principals are Todd Bruce Hilsee and Barbara Coyle Hilsee who together have 50 years of communications experience, and who have been involved in 250 complex legal notifications. Mr. Hilsee was the first judicially recognized notice expert in the United States and Canada, he created with the Federal Judicial Center its plain language notice models at [www.fjc.gov](http://www.fjc.gov), and he has earned more court citations for his expertise than any other person in the field. Ms. Coyle Hilsee created models for complex multinational notification plans, methods to reach lower income and minority targets, and broadcast notice analyses employed in class actions today. The Hilsees brought reach and frequency notice exposure analysis to the courts, as well as notices designed to be “noticed.”

### **What Does The Hilsee Group Do?**

THG experts teach, speak, and write on notice issues. THG does not design, prepare, or execute notice plans, and does not undertake legal advertising or media management. When called upon to testify and perform analyses supporting its intended testimony, THG provides neutral evidence on the adequacy of notice plans and notices.

### **Why Call On The Hilsee Group?**

Due Process in class action notice requires “a desire to actually inform.” Courts and special masters are increasingly concerned that class action and



other legal notice plans are wasteful or weak, or that notices have gone, or will go, unnoticed or misunderstood. For example, when presented with a stipulated settlement notice proposal, courts may wonder: Are there disincentives to the parties for providing effective notice? Did bidding vendors arrive at the “best practicable” or the least acceptable notice plan?

An expert such as THG who is not involved in notice plan design or implementation, provides the court with an independent opinion on the adequacy of the notice effort—before money and time are spent to disseminate notice, and/or before a settlement is finally approved. Hilsee is often court-appointed for neutral opinions, while lawyers who retain THG often do so to demonstrate to the court through unbiased evidence their desire to meet notice requirements. THG can help immunize notices and notice plans against intervenor and objector attacks.

### **How Does The Hilsee Group Help Ensure Effective Notice?**

THG helps courts meet notice standards and avoid pitfalls. THG speaks to bar associations and at judicial conferences, guest lectures at law schools, meets with courts for judges’ roundtable talks, and provides law firm CLE sessions. In cases, THG analyzes proposed notices and notice plans with the intention of testifying to its findings. THG testimony provides constructive feedback—from areas of weakness, to excess and waste, to vulnerabilities to objectors. THG provides expert testimony reports, written testimony by declaration and affidavit, and live testimony in hearings and at trial. No notice expert has testified live more often, or more successfully, than Hilsee.

### **About Todd B. Hilsee**

Todd Bruce Hilsee was the first person judicially recognized as an expert on class action notice in published decisions in the United States and in Canada, *See In re Domestic Air Transp. Litig.*, 141 F.R.D. 534, (N.D. Ga., 1992) and *Wilson v. Servier Canada, Inc.*, 49 C.P.C. (4th) 233, [2000] O.J. No. 3392), among many other judicial citations for his ground-breaking work to establish today’s notice standards through Holocaust victims’ claims programs and international securities, asbestos, human rights, and hurricane victims’ matters. Hilsee has been cited favorably more than any other notice expert, and has testified live more often and more successfully than any other person in the field. Hilsee brought to courts the use of media audience data to quantify the “net reach” of class members, and brought “noticeable” notice designs as well. Mr. Hilsee was the only notice expert invited to testify before the Advisory Committee on Civil Rules of the Judicial Conference of the United States about the 2003 plain language amendment to Federal Rule of Civil Procedure 23, and subsequently collaborated to write and design the



illustrative “model” plain language notices for the Federal Judicial Center, including detailed notices, summary notices and envelopes, now at [www.fjc.gov](http://www.fjc.gov). Mr. Hilsee has written numerous articles on notice and due process, including law review and journal articles such as “*Do You Really Want Me to Know My Rights? The Ethics Behind Due Process in Class Action Notice Is More Than Just Plain Language: A Desire to Actually Inform*,” 18 Georgetown Journal of Legal Ethics 1359 (Fall 2005); and “*Hurricanes, Mobility and Due Process. The ‘Desire to Inform’ Requirement for Effective Class Notice is Highlighted by Katrina*,” 80 Tulane Law Review 1771 (June 2006). An American Marketing Association Effie award winner, he has lectured and/or been featured in educational DVD’s and materials used during many bar association panels and symposiums, and at law schools including Harvard, Columbia, Temple, Cleveland-Marshall, and Tulane.

#### **About Barbara C. Hilsee**

Barbara Coyle Hilsee consulted on the nation’s first class action notice campaign reach and frequency analyses, and created today’s models for complex, multi-national class action notification media plans during the historic Swiss Banks (*in re Holocaust Victims Assets Litig.*) notifications and other ground-breaking global notification efforts. With 25 years of professional media advertising experience, she is the leading expert in efforts requiring international notice, dissemination among highly targeted, hard-to-reach audiences, and broadcast media. From finding displaced Holocaust survivors throughout the world, to locating Aboriginal media vehicles in remote areas of Canada, from reaching minority tobacco farmers in rural counties, to reaching investors globally, Ms. Coyle Hilsee created, oversaw and analyzed the historic and unprecedented notice campaign for the *In re Residential Schools* settlement in Canada, as well as the first ever reach-based international securities notice campaign in the *In re Royal Ahold* settlement, and oversaw notice planning and implementation for the U.S. Dept. of Agriculture, for the Tobacco Transition Payment Program—the largest claims process in U.S. history—among many others. A Temple University Carlisle journalism award winner, her analyses frequently reveal wasteful expenditures in print and broadcast media, and weaknesses in both the reach and frequency of notice exposure. Ms. Coyle Hilsee has analyzed thousands of publications and other media vehicles through notice efforts in more than 50 countries, serving the legal notice field since 1994.

#### **How do I Contact The Hilsee Group for More Information?**

Reach Todd B. Hilsee at 215-272-7006 or at [thilsee@hilseegroup.com](mailto:thilsee@hilseegroup.com). Reach Barbara C. Hilsee at 215-272-7012 or at [bhilsee@hilseegroup.com](mailto:bhilsee@hilseegroup.com). Look for information about the practice on the internet at [www.hilseegroup.com](http://www.hilseegroup.com).



## **Judicial Recognition**

**Judge Lee Rosenthal, *Advisory Committee on Civil Rules of the Judicial Conference of the United States*** (Jan. 22, 2002), addressing Mr. Hilsee in a public hearing on proposed changes to Federal Rule of Civil Procedure 23:

*I want to tell you how much we collectively appreciate your working with the Federal Judicial Center to improve the quality of the model notices that they're developing. That's a tremendous contribution and we appreciate that very much...You raised three points that are criteria for good noticing, and I was interested in your thoughts on how the rule itself that we've proposed could better support the creation of those or the insistence on those kinds of notices . . .*

**Judge Marvin Shoob, *In re Domestic Air Transp. Antitrust Litig.***, 141 F.R.D. 534, 548 (N.D. Ga. 1992):

*The Court finds Mr. Hilsee's testimony to be credible. Mr. Hilsee's experience is in the advertising industry. It is his job to determine the best way to reach the most people. Mr. Hilsee answered all questions in a forthright and clear manner. Mr. Hilsee performed additional research prior to the evidentiary hearing in response to certain questions that were put to him by defendants at his deposition . . . The Court believes that Mr. Hilsee further enhanced his credibility when he deferred responding to the defendant's deposition questions at a time when he did not have the responsive data available and instead utilized the research facilities normally used in his industry to provide the requested information.*

**Mr. Justice Peter Cumming, *Wilson v. Servier Canada, Inc.***, 49 C.P.C. (4th) 233, [2000] O.J. No. 3392:

*[A] class-notification expert, Mr. Todd Hilsee, to provide advice and to design an appropriate class action notice plan for this proceeding. Mr. Hilsee's credentials and expertise are impressive. The defendants accepted him as an expert witness. Mr. Hilsee provided evidence through an extensive report by way of affidavit, upon which he had been cross-examined. His report meets the criteria for admissibility as expert evidence. *R. v. Lavallee*, [1990] 1 S.C.R. 852.*



**Judge Elaine E. Bucklo, *Carnegie v. Household International***, (Aug. 28, 2006) No. 98 C 2178 (N.D. Ill.):

*Class members received notice of the proposed settlement pursuant to an extensive notice program designed and implemented by Todd B. Hilsee... Mr. Hilsee has worked with the Federal Judicial Center to improve the quality of class notice. His work has been praised by numerous federal and state judges.*

**Judge Eldon E. Fallon, *Turner v. Murphy, USA, Inc.***, 2007 WL 283431, at \*6 (E.D. La.):

*Mr. Hilsee is a highly regarded expert in class action notice who has extensive experience designing and executing notice programs that have been approved by courts across the country. Furthermore, he has handled notice plans in class action cases affected by Hurricanes Katrina, Rita, and Wilma, see *In re High Sulfur Content Gasoline Products Liability Litigation*, MDL 1632, p. 15-16 (E.D. La. Sept. 6, 2006) (Findings of Fact and Conclusions of Law in Support of Final Approval of Class Settlement), and has recently published an article on this very subject, see Todd B. Hilsee, Gina M. Intrepido, & Shannon R. Wheatman, Hurricanes, Mobility, and Due Process: The “Desire to Inform” Requirement for Effective Class Notice is Highlighted by Katrina, 80 *Tul. L.Rev.* 1771 (2006) (detailing obstacles and solutions to providing effective notice after Hurricane Katrina).*

**Judge Kirk D. Johnson, *Zarebski v. Hartford Insurance Company of the Midwest***, (February 13, 2007) No. CV-2006-409-3 (Cir. Ct. Ark.):

*Having admitted and reviewed the Affidavit of Todd Hilsee, and received testimony from Mr. Hilsee at the Settlement Approval Hearing concerning the success of the notice campaign, including the fact that written notice reached 91.8% of the potential Class Members, the Court finds that it is unnecessary to afford a new opportunity to request exclusion to individual Class Members who had an earlier opportunity to request exclusion but failed to do so. The Court also concludes that the extremely small number of objections to the Stipulation and Proposed Settlement embodied therein supports the Court’s decision to not offer a second exclusion window.*

**Judge William A. Mayhew, *Nature Guard Cement Roofing Shingles Cases.***, (June 29, 2006) J.C.C.P. No. 4215 (Cal. Super. Ct.):





*The method for dissemination of notice proposed by class counsel and described by the Declaration of Todd Hilsee ... constitute the fairest and best notice practicable under the circumstances of this case, comply with the*

**Judge Sarah S. Vance, *In re Educ. Testing Serv. PLT 7-12 Test Scoring Litig.***, 447 F.Supp.2d 612, 617 (E.D. La. 2006):

*At the fairness hearing, the Court received testimony from the Notice Administrator, Todd Hilsee, who described the forms and procedure used to notify class members of the proposed settlement and their rights with respect to it . . . The Court is satisfied that notice to the class fully complied with the requirements of Rule 23.*

**Judge Douglas L. Combs, *Morris v. Liberty Mutual Fire Ins. Co.***, (Feb. 22, 2005) No. CJ-03-714 (D. Okla.):

*I want the record also to demonstrate that with regard to notice, although my experience – this Court’s experience in class actions is much less than the experience of not only counsel for the plaintiffs, counsel for the defendant, but also the expert witness, Mr. Hilsee, I am very impressed that the notice was able to reach – be delivered to 97 ½ percent members of the class. That, to me, is admirable. And I’m also – at the time that this was initially entered, I was concerned about the ability of notice to be understood by a common, nonlawyer person, when we talk about legalese in a court setting. In this particular notice, not only the summary notice but even the long form of the notice were easily understandable, for somebody who could read the English language, to tell them whether or not they had the opportunity to file a claim.*

**Judge John Speroni, *Avery v. State Farm***, (Feb. 25, 1998) No. 97-L-114 (Ill. Cir. Ct. Williamson Co.):

*[T]his Court having carefully considered all of the submissions, and reviewed their basis, finds Mr. Hilsee’s testimony to be credible. Mr. Hilsee carefully and conservatively testified to the reach of the Plaintiffs’ proposed Notice Plan, supporting the reach numbers with verifiable data on publication readership, demographics and the effect that overlap of published notice would have on the reach figure . . . This Court’s opinion as to Mr. Hilsee’s credibility, and the scientific basis of his opinions is*



*bolstered by the findings of other judges that Mr. Hilsee's testimony is credible.*

**Judge John D. Allen, *Desportes v. American General Assurance Co.***, (April 24, 2007) No. SU-04-CV-3637 (Ga. Super. Ct.):

[T]he Parties submitted the Affidavit of Todd Hilsee, the Court-appointed Notice Administrator and one of the preeminent class action notice experts in North America. After completing the necessary rigorous analysis, including careful consideration of Mr. Hilsee's Affidavit, the Court finds that [the notice] . . . fully satisfied the requirements of the Georgia Rules of Civil Procedure (including Ga. Code Ann. § 9-11-23(c)(2) and (e)), the Georgia and United States Constitutions (including the Due Process Clause), the Rules of the Court, and any other applicable law.

**Judge Michael Maloan, *Cox v. Shell Oil***, 1995 WL 775363, at \*6, (Tenn. Ch. Ct.):

*Cox Class Counsel and the notice providers worked with Todd B. Hilsee, an experienced class action notice consultant, to design a class notice program of unprecedented reach, scope, and effectiveness. Mr. Hilsee was accepted by the Court as a qualified class notice expert . . . He testified at the Fairness Hearing, and his affidavit was also considered by the Court, as to the operation and outcome of this program.*

**Judge Marina Corodemus, *Talalai v. Cooper Tire & Rubber Co.***, (Oct. 30, 2001) No. MID-L-8839-00-MT (N.J. Super. Ct. Middlesex Co.):

*The parties have crafted a notice program which satisfies due process requirements without reliance on an unreasonably burdensome direct notification process. The parties have retained Todd Hilsee... who has extensive experience designing similar notice programs...The form of the notice is reasonably calculated to apprise class members of their rights. The notice program is specifically designed to reach a substantial percentage of the putative settlement class members.*

***Currie v. McDonald's Rests. of Canada Ltd.***, 2005 CanLII 3360 (ON C.A.):

*The respondents rely upon the evidence of Todd Hilsee, an individual with experience in developing notice programs for class actions. In Hilsee's opinion, the notice to Canadian members of*



*the plaintiff class in Boland was inadequate . . . In response to Hilsee's evidence, the appellants filed the affidavit of Wayne Pines, who prepared the Boland notice plan . . . I am satisfied that it would be substantially unjust to find that the Canadian members of the putative class in Boland had received adequate notice of the proceedings and of their right to opt out . . . I am not persuaded that we should interfere with the motion judge's findings . . . The right to opt out must be made clear and plain to the non-resident class members and I see no basis upon which to disagree with the motion judge's assessment of the notice. Nor would I interfere with the motion judge's finding that the mode of the notice was inadequate.*

**Judge Jerome E. Lebarre, *Harp v. Qwest Commc'ns*** (June 21, 2002) No. 0110-10986 (Ore. Cir. Ct. Multnomah Co.):

*So, this agreement is not calculated to communicate to plaintiffs any offer. And in this regard I accept the expert testimony conclusions of Mr. Todd Hilsee. Plaintiffs submitted an expert affidavit of Mr. Hilsee dated May 23 of this year, and Mr. Hilsee opines that the User Guide was deceptive and that there were many alternatives available to clearly communicate these matters....*

**Judge Dewey C. Whitenton, *Ervin v. Movie Gallery, Inc.***, (Nov. 22, 2002) No. 13007 (Tenn. Ch.):

*Based on the evidence submitted and based on the opinions of Todd Hilsee, a well-recognized expert on the distribution of class notices . . . MGA and class counsel have taken substantial and extraordinary efforts to ensure that as many class members as practicable received notice about the settlement. As demonstrated by the affidavit of Todd Hilsee, the effectiveness of the notice campaign and the very high level of penetration to the settlement class were truly remarkable . . . The notice campaign was highly successful and effective, and it more than satisfied the due process and state law requirements for class notice.*

**Judge Joe E. Griffin, *Beasley v. Hartford Insurance Company of the Midwest***, (June 13, 2006) No. CV-2005-58-1 (Cir. Ct. Ark.):

*Additionally, the Court was provided with expert testimony from Todd Hilsee at the Settlement Approval Hearing concerning the adequacy of the notice program. Based on the Court's review of*



*the evidence admitted and argument of counsel, the Court finds and concludes that the Individual Notice and the Publication Notice, as disseminated to members of the Settlement Class in accordance with provisions of the Preliminary Approval Order, was the best notice practicable under the circumstances . . . and the requirements of due process under the Arkansas and United States Constitutions.*

**Judge Fred Biery, *McManus v. Fleetwood Enter., Inc.*, (Sept. 30, 2003) No. SA-99-CA-464-F (W.D. Tex.):**

*Based upon the uncontroverted showing Class Counsel have submitted to the Court, the Court finds that the settling parties undertook a thorough notice campaign designed by Todd Hilsee . . . a nationally-recognized expert in this specialized field . . . The Court finds and concludes that the Notice Program as designed and implemented provided the best practicable notice to the members of the Class, and satisfied the requirements of due process.*

**Judge Richard G. Stearns, *In re Lupron Marketing and Sales Practice Litig.*, 228 F.R.D. 75, 96 (D. Mass. 2005):**

*With respect to the effectiveness of notice, in the absence of any evidence to the contrary, I accept the testimony of Todd Hilsee that the plan he designed achieved its objective of exposing 80 percent of the members of the consumer class. . .*

**Mr. Justice Maurice Cullity, *Parsons/Currie v. McDonald's Rests. of Can.*, (Jan. 13, 2004) 2004 Carswell Ont. 76, 45 C.P.C. (5<sup>th</sup>) 304, [2004] O.J. No.83:**

*I found Mr. Hilsee's criticisms of the notice plan in Boland to be far more convincing than Mr. Pines' attempts during cross-examination and in his affidavit to justify his failure to conduct a reach and frequency analysis of McDonald's Canadian customers. I find it impossible to avoid a conclusion that, to the extent that the notice plan he provided related to Canadian customers, it had not received more than a perfunctory attention from him. The fact that the information provided to the court was inaccurate and misleading and that no attempt was made to advise the court after the circulation error had been discovered might possibly be disregarded if the dissemination of the notice fell within an acceptable range of reasonableness. On the basis of Mr. Hilsee's*



*evidence, as well as the standards applied in class proceedings in this court, I am not able to accept that it did.*

**Judge Catherine C. Blake, *In re Royal Ahold Securities & “ERISA” Litig.*, (June 16, 2006) MDL-1539 (D. Md.):**

*In that regard, I would also comment on the notice. The form and scope of the notice in this case, and I’m repeating a little bit what already appeared to me to be evident at the preliminary stage, but the form and scope of the notice has been again remarkable . . . The use of sort of plain language, the targeting of publications and media, the website with the translation into multiple languages, the mailings that have been done, I think you all are to be congratulated, and Mr. Hilsee and Claims Administrator as well.*

**Judge Paul H. Alvarado, *Microsoft I-V Cases*, (July 6, 2004) J.C.C.P. No. 4106 (Cal. Super. Ct.):**

*[T]he Court finds the notice program of the proposed Settlement was extensive and appropriate. It complied with all requirements of California law and due process. Designed by an expert in the field of class notice, Todd B. Hilsee, the notice plan alone was expected to reach at least 80% of the estimated 14.7 million class members. (Hilsee Decl. Ex. 3, ¶28). The Settlement notice plan was ultimately more successful than anticipated and it now appears that over 80% of the class was notified of the Settlement.*

**Judge Denise L. Cote, *In re SCOR Holding (Switzerland) AG Litig.*, (October 24, 2007) No. 04-CV-7897 (S.D. NY):**

*I should say I have not had a case before, that I remember, at least, in which an issue of the extent to which notice would effectively be made outside this country, and that seems to be the principal point of the affidavit of Mr. Hilsee, which is the first exhibit to the October 12 submission, and I’ve reviewed it. It seems as if it proposes something reasonable in terms of a plan of action to obtain notice that would be consistent with the constitutional requirements of due process so a judgment could be effectively entered in this litigation, including a bar order.*

**Judge Marina Corodemus, *Talalai v. Cooper Tire & Rubber Co.*, (Sept. 13, 2002) No. L-008830.00 (N.J. Super. Ct. Middlesex Co.):**





*Here, the comprehensive bilingual, English and Spanish, court-approved Notice Plan provided by the terms of the settlement meets due process requirements. The Notice Plan used a variety of methods to reach potential class members. For example, short form notices for print media were placed . . . throughout the United States and in major national consumer publications which include the most widely read publications among Cooper Tire owner demographic groups . . . Mr. Hilsee designed the notification plan for the proposed settlement in accordance with this court's Nov. 1, 2001 Order. Mr. Hilsee is . . . well versed in implementing and analyzing the effectiveness of settlement notice plans.*

**Judge Lewis A. Kaplan, *In re Parmalat Securities Litig.*, (March 1, 2007)**  
MDL No. 1653-LAK (S.D. N.Y.):

*The court approves, as to form and content, the Notice and the Publication Notice, attached hereto as Exhibits 1 and 2, respectively, and finds that the mailing and distribution of the Notice and the publication of the Publication Notice in the manner and the form set forth in Paragraph 6 of this Order and in the Affidavit of Todd B. Hilsee meet the requirements of Rule 23 of the Federal Rules of Civil Procedure, the Securities Exchange Act of 1934, as amended by Section 21D(a)(7) of the Private Securities Litigation Reform Act of 1995, 15 U.S.C. § 78u-4(a)(7), and due process, and is the best notice practicable under the circumstances and shall constitute due and sufficient notice to all persons and entities entitled thereto.*

**Judge Richard J. Shroeder, *St. John v. Am. Home Prods. Corp.*, (Aug. 2, 1999) No. 97-2-06368-4 (Wash. Super. Ct. Spokane Co.):**

*[T]he Court considered the oral argument of counsel together with the documents filed herein, including the Affidavit of Todd B. Hilsee on Notice Plan...The Court finds that plaintiffs' proposed Notice Plan is appropriate and is the best notice practicable under the circumstances by which to apprise absent class members of the pendency of the above-captioned Class Action and their rights respecting that action.*

**Judge Carter Holly, *Richison v. Am. Cemwood Corp.*, (Nov. 18, 2003) No. 005532 (Cal. Super. Ct. San Joaquin Co.):**

*The parties undertook an extensive notice campaign designed by a nationally recognized class action notice expert. See generally,*



*Affidavit of Todd B. Hilsee on Completion of Additional Settlement Notice Plan.*

**Judge Kirk D. Johnson, *Sweeten v. American Empire Insurance Co.*,** (August 20, 2007) Cir. Ct. Ark., No. CV-2007-154-3:

*Let [Mr. Hilsee] be so admitted for the purposes of this hearing, having been previously admitted by the Court and the Court having found his qualifications exemplary in this field.*

**Judge Robert Wyatt, *Gunderson v. F.A. Richard & Associates, Inc.*,** (July 19 2007) Cir. Ct. 14th Jud. D. Ct. La., No. 2004-2417-D:

*The Court will so accept [Mr. Hilsee as an expert] on issues of the content and dissemination of legal notices, including Class Action Notices and notice campaigns.*

**Judge John R. Padova, *Rosenberg v. Academy Collection Service, Inc.*** (Dec. 19, 2005) No. 04-CV-5585 (E.D. Pa.):

*[U]pon consideration of the Memorandum of Law in Support of Plaintiff's Proposed Class Questionnaire and Certification of Todd Hilsee, it is hereby ORDERED that Plaintiff's form of class letter and questionnaire in the form appended hereto is APPROVED. F.R.Civ.P. 23(c).*

**Judge Bernard Zimmerman, *Ting v. AT&T*,** 182 F.Supp.2d 902, 912-913 (N.D. Cal. 2002) (Hilsee had testified on the importance of wording and notice design features):

*The phrase 'Important Information' is increasingly associated with junk mail or solicitations . . . From the perspective of affecting a person's legal rights, the most effective communication is generally one that is direct and specific.*

**Judge David De Alba, *Ford Explorer Cases*,** (Aug. 19, 2005) J.C.C.P. Nos. 4226 & 4270 (Cal. Super. Ct., Sacramento Co.):

*It is ordered that the Notice of Class Action is approved. It is further ordered that the method of notification proposed by Todd B. Hilsee is approved.*

**Judge Louis J. Farina, *Soders v. General Motors Corp.*** (Oct. 31, 2003) No. CI-00-04255 (Pa. C.P. Lancaster Co.):



*In this instance, Plaintiff has solicited the opinion of a notice expert who has provided the Court with extensive information explaining and supporting the Plaintiff's notice plan...After balancing the factors laid out in Rule 1712(a), I find that Plaintiff's publication method is the method most reasonably calculated to inform the class members of the pending action.*

**Judge Eldon E. Fallon, *Turner v. Murphy, USA, Inc.*, 2007 WL 283431, at \*5 (E.D. La.):**

*Most of the putative class members were displaced following hurricane Katrina . . . With this challenge in mind, the parties prepared a notice plan designed to reach the class members wherever they might reside. The parties retained Todd Hilsee . . . to ensure that adequate notice was given to class members in light of the unique challenges presented in this case.*

**Judge Ronald B. Leighton, *Grays Harbor Adventist Christian School v. Carrier Corporation*, (May 29, 2007) No. 05-05437 (W.D. Wash):**

*The Court has considered this motion, the Affidavit of Todd B. Hilsee on Class Certification Notice Plan and the exhibits attached thereto, and the files and records herein. Based on the foregoing, the Court finds Plaintiffs' Motion for Approval of Proposed Form of Notice and Notice Plan is appropriate and should be granted.*

**Judge Richard J. Holwell, *In re Vivendi Universal, S.A. Securities Litig.*, 2007 WL 1490466, at \*34 (S.D.N.Y.):**

*In response to defendants' manageability concerns, plaintiffs have filed a comprehensive affidavit outlining the effectiveness of its proposed method of providing notice in foreign countries. (See Affidavit of Todd B. Hilsee on Ability to Provide Multi-National Notice to Class Members, Dec. 19, 2005 ("Hilsee Aff.") ¶ 7.) According to this . . . the Court is satisfied that plaintiffs intend to provide individual notice to those class members whose names and addresses are ascertainable, and that plaintiffs' proposed form of publication notice, while complex, will prove both manageable and the best means practicable of providing notice.*

**Judge Catherine C. Blake, *In re Royal Ahold Securities & "ERISA" Litig.*, 2006 WL 132080, at \*4 (D. Md.):**





*The Court further APPROVES the proposed Notice Plan, as set forth in the Affidavit of Todd B. Hilsee On International Settlement Notice Plan, dated December 19, 2005 (Docket No. 684). The Court finds that the form of Notice, the form of Summary Notice, and the Notice Plan satisfy the requirements of Fed.R.Civ.P. 23, due process, constitute the best notice practicable under the circumstances, and shall constitute due and sufficient notice to all members of the Class.*

**Judge John D. Allen, *Carter v. North Central Life Ins. Co.*, (April 24, 2007) No. SU-2006-CV-3764-6 (Ga. Super. Ct.):**

[T]he Parties submitted the Affidavit of Todd Hilsee, the Court-appointed Notice Administrator and one of the pre-eminent class action notice experts in North America. After completing the necessary rigorous analysis, including careful consideration of Mr. Hilsee's Affidavit, the Court finds that . . . The Notices prepared in this matter were couched in plain, easily understood language and were written and designed to the highest communication standards. The Notice Plan effectively reached a substantial percentage of Class Members and delivered noticeable Notices designed to capture Class Members' attention;

**Judge Louis J. Farina, *Soders v. General Motors Corp.*, (Oct. 31, 2003) No. CI-00-04255 (Pa. C.P. Lancaster Co.):**

*Plaintiff provided extensive information regarding the reach of their proposed plan. Their notice expert, Todd Hilsee, opined that their plan will reach 84.8% of the class members. Defendant provided the Court with no information regarding the potential reach of their proposed plan . . . There is no doubt that some class members will remain unaware of the litigation, however, on balance, the Plaintiff's plan is likely to reach as many class members as the Defendant's plan at less than half the cost. As such, I approve the Plaintiff's publication based plan.*

**Judge Paul H. Alvarado, *Microsoft I-V Cases*, (July 6, 2004) J.C.C.P. No. 4106 (Cal. Super. Ct.):**

*The notification plans concerning the pendency of this class action were devised by a recognized class notice expert, Todd B. Hilsee. Mr. Hilsee devised two separate class certification notice plans*



*that were estimated to have reached approximately 80% of California PC owners on each occasion.*

**Judge Robert E. Payne, *Fisher v. Virginia Electric & Power Co.*,**  
(Feb. 12, 2004) No. 3:02-CV-431 (E.D. Va.):

*The expert, Todd B. Hilsee, is found to be reliable and credible.*

**Judge Sarah S. Vance, *In re Educ. Testing Serv. PLT 7-12 Test Scoring Litig.*,** 447 F.Supp.2d 612, 627 (E.D. La. 2006):

*At the fairness hearing, class counsel, the Special Master, notice expert Todd Hilsee, and the Court Appointed Disbursing Agent detailed the reasons for requiring claims forms . . . As Todd Hilsee pointed out in his testimony, because plaintiffs had the choice of either individualized damages or an expedited payment, to send the expedited payments with the notice has the potential of encouraging plaintiffs to forego individualized recovery for far less than value, merely by cashing the check. The obvious undesirability of this suggestion gives the unmistakable appearance that the objection was captious. The objection to the claims process for expedited payments is overruled.*

**Judge Richard G. Stearns, *In re Lupron® Marketing and Sales Practice Litig.*,** 228 F.R.D. 75, 96 (D. Mass. 2005):

*I have examined the materials that were used to publicize the settlement, and I agree with Hilsee's opinion that they complied in all respects with the "plain, easily understood language" requirement of Rule 23(c). In sum, I find that the notice given meets the requirements of due process.*

**Judge John R. Padova, *Nichols v. SmithKline Beecham Corp.*,** (Apr. 22, 2005) No. 00-CV-6222 (E.D. Pa.):

*As required by this Court in its Preliminary Approval Order and as described in extensive detail in the Affidavit of Todd B. Hilsee on Design Implementation and Analysis of Settlement Notice Program...Such notice to members of the Class is hereby determined to be fully in compliance with requirements of Fed. R. Civ. P. 23(e) and due process and is found to be the best notice practicable under the circumstances and to constitute due and sufficient notice to all entities entitled thereto.*



**Judge Sarah S. Vance, *In re Babcock & Wilcox Co.***, (Aug. 25, 2000) No. 00-0558 (E.D. La.):

*Furthermore, the Committee has not rebutted the affidavit of Todd Hilsee. . . that the (debtor's notice) plan's reach and frequency methodology is consistent with other asbestos-related notice programs, mass tort bankruptcies, and other significant notice programs...After reviewing debtor's Notice Plan, and the objections raised to it, the Court finds that the plan is reasonably calculated to apprise unknown claimants of their rights and meets the due process requirements set forth in Mullane . . . Accordingly, the Notice Plan is approved.*

**Judge Joe E. Griffin, *Beasley v. Hartford Insurance Company of the Midwest***, (June 13, 2006) No. CV-2005-58-1 (Cir. Ct. Ark.):

*[R]eceived testimony from Mr. Hilsee at the Settlement Approval Hearing concerning the success of the notice campaign, including the fact that written notice reached 97.7% of the potential Class members, the Court finds that it is unnecessary to afford a new opportunity to request exclusion to individual Class Members who had an earlier opportunity to request exclusion, but did not do so. The Court also concludes that the lack of valid objections also supports the Court's decision to not offer a second exclusion window . . . Although the Notice Campaign was highly successful and resulted in actual mailed notice being received by over 400,000 Class Members, only one Class Member attempted to file a purported objection to either the Stipulation or Class Counsels' Application for Fees. The Court finds it significant that out of over 400,000 Class Members who received mailed Notice, there was no opposition to the proposed Settlement or Class Counsels' Application for Fees, other than the single void objection. The lack of opposition by a well-noticed Class strongly supports the fairness, reasonableness and adequacy of the Stipulation and Class Counsels' Application for Fees.*

**Judge James R. Williamson, *Kline v. The Progressive Corp.***, (Nov. 14, 2002) No. 01-L-6 (Cir. Ct. Ill. Johnson Co.):

*The Court has reviewed the Affidavit of Todd B. Hilsee, one of the Court-appointed notice administrators, and finds that it is based on sound analysis. Mr. Hilsee has substantial experience designing and evaluating the effectiveness of notice programs.*



**Judge Ross P. LaDart, *Meckstroth v. Toyota Motor Sales USA, Inc.*,** (February 7, 2007) No. 583-318 (24th Jud. D. Ct. La.):

*[U]nless there's any objection, the Court is aware of Mr. Hilsee's reputation. I'm aware of the most recent Tulane Law Review and other publications by you and members of your staff. He's so accepted as an expert as tendered.*

**Judge Joseph R. Goodwin, *In re Serzone Products Liability Litig.*,** 231 F.R.D. 221, 236 (S.D. W. Va. 2005):

*As Mr. Hilsee explained in his supplemental affidavit, the adequacy of notice is measured by whether notice reached Class Members and gave them an opportunity to participate, not by actual participation. (Hilsee Supp. Aff. ¶ 6(c)(v), June 8, 2005)...Not one of the objectors support challenges to the adequacy of notice with any kind of evidence; rather, these objections consist of mere arguments and speculation. I have, nevertheless, addressed the main arguments herein, and I have considered all arguments when evaluating the notice in this matter. Accordingly, after considering the full record of evidence and filings before the court, I FIND that notice in this matter comports with the requirements of Due Process under the Fifth Amendment and Federal Rules of Civil Procedure 23(c)(2) and 23(e).*

**Judge Kirk D. Johnson, *Zarebski v. Hartford Insurance Company of the Midwest*,** (February 13, 2007) No. CV-2006-409-3 (Cir. Ct. Ark):

*Additionally, the court was provided with expert testimony from Todd Hilsee at the Settlement Approval Hearing concerning the adequacy of the notice program . . . Based on the Court's review of the evidence admitted and argument of counsel, the Court finds and concludes that the Class Notice, as disseminated to members of the Settlement Class in accordance with provisions of the Preliminary Approval Order, was the best notice practicable under the circumstances to all members of the Settlement Class.*

**Judge Alfred G. Chiantelli, *Williams v. Weyerhaeuser Co.*,** (Dec. 22, 2000) No. 995787 (Cal. Super. Ct. San Francisco Co.):

*The Class Notice complied with this Court's Order, was the best practicable notice, and comports with due process . . . Based upon the uncontroverted proof Class Counsel have submitted to the Court, the Court finds that the settling parties undertook an*



*extensive notice campaign designed by Todd Hilsee . . . a nationally recognized expert in this specialized field.*

**Judge Kirk D. Johnson, *Sweeten v. American Empire Insurance Co.*,**  
(August 20, 2007) Cir. Ct. Ark., No. CV-2007-154-3:

*[T]he Court . . . of course has recognized the testimony of Todd Hilsee . . . which was given here today in open court, and Mr. Hilsee being admitted as an expert in this particular field . . .*

**Judge Ivan L.R. Lemelle, *In re High Sulfur Content Gasoline Prods. Liability Litig.*,** (November 8, 2006) MDL No. 1632 (E.D. La.):

*[T]his Court approved a carefully-worded Notice Plan. . . See Affidavit of Todd B. Hilsee on Motion by Billy Ray Kidwell, attached as Exhibit A; see also, Affidavit of Todd B. Hilsee, attached as Exhibit C to the Joint Motion for Final Approval of Class Settlement (Record Doc. No. 71); Testimony of Todd Hilsee at Preliminary Approval Hearing, Tr. pp 6-17, attached as Exhibit B; Testimony of Todd Hilsee at Final Fairness Hearing, Tr. pp. 10-22, attached as Exhibit C.*

**Regional Senior Justice Winkler, *Baxter v. Canada (Attorney General)*,**  
(March 10, 2006) No. 00-CV-192059- CPA (Ont. Super. Ct.):

*The plaintiffs have retained Todd Hilsee, an expert recognized by courts in Canada and the United States in respect of the design of class action notice programs, to design an effective national notice program . . . the English versions of the Notices provided to the court on this motion are themselves plainly worded and appear to be both informative and designed to be readily understood. It is contemplated that the form of notice will be published in English, French and Aboriginal languages, as appropriate for each media vehicle.*

**Judge James T. Genovese, *West v. G&H Seed Co.*,** (May 27, 2003)  
No. 99-C-4984-A (La. Jud. Dist. Ct. St. Landry Parish):

*The court finds that, considering the testimony of Mr. Hilsee, the nature of this particular case, and the certifications that this court rendered in its original judgment which have been affirmed by the – for the most part, affirmed by the appellate courts, the court finds Mr. Hilsee to be quite knowledgeable in his field and certainly familiar with these types of cases...the notice has to be*





*one that is practicable under the circumstances. The notice provided and prepared by Mr. Hilsee accomplishes that purpose . .*

**Judge Milton Gunn Shuffield, *Scott v. Blockbuster Inc.***, (Jan. 22, 2002) No. D 162-535 (Tex. Jud. Dist. Ct. Jefferson Co.):

*In order to maximize the efficiency of the notice . . . Todd Hilsee . . . prepared and oversaw the notification plan. The record reflects that Mr. Hilsee is very experienced in the area of notification in class action settlements... This Court concludes that the notice campaign was the best practicable, reasonably calculated, under all the circumstances, to apprise interested parties of the settlement and afford them an opportunity to present their objections . . . The notice campaign was highly successful and effective, and it more than satisfied the due process and state law requirements for class notice.*

**Judge Richard G. Stearns, *In re Lupron Marketing and Sales Practice Litig.***, 228 F.R.D. 75, 84 (D. Mass. 2005):

*Todd B. Hilsee . . . has served as a notice expert in more than 175 class action cases, including In re Holocaust Victims Assets Litig., No. CV-96-4849 (E.D.N.Y.); In re Domestic Air Transp. Antitrust Litig., MDL 861 (N.D.Ga.); In re Dow Corning Corp., 95-20512-11 (Bankr.E.D.Mich.); In re Synthroid Mktg., MDL 1182 (N.D.Ill.); and In re Bridgestone/Firestone Tires Prods. Liab. Litig., MDL No. 1373 (S.D.Ind.). Hilsee was the only notice expert invited to testify before the Advisory Committee on Civil Rules on the amendment to Rule 23 requiring "clear, concise, plain language notices." Hilsee was also asked by the Federal Judicial Center to design model notices to illustrate Rule 23 plain language "best practices."...*

**Judge Susan Illston** (N.D. Cal.), on Todd Hilsee's presentation at the ABA's 7<sup>th</sup> Annual National institute on Class Actions, Oct. 24, 2003, San Francisco, Cal.:

*The notice program that was proposed here today, I mean, it's breathtaking. That someone should have thought that clearly about how an effective notice would get out. I've never seen anything like that proposed in practice . . . I thought the program was excellent. The techniques available for giving a notification is something that everyone should know about.*



**Academic and Practitioner Comments**

**Arthur R. Miller**, Professor of Law, Harvard Law School:

*I read your piece on Mullane with great interest and am delighted to learn the details. Indeed, I will probably incorporate some of it in my teaching next fall. I think your analysis is rock solid.*

**Dianne M. Nast**, Partner, RodaNast, P.C.:

*Your testimony in Atlanta on Tuesday was exceptional. Rarely does one find a witness so well prepared, so thoughtful, careful and accurate in response to questioning, and so sincerely committed to careful preparation and accurate testimony. We are all appreciative of the extra effort you brought to the task. If the court rules in our favor, it will surely be in some measure as a result of your testimony. If the court does not rule in our favor, it certainly will not be as a result of anything you omitted or failed to do.*

**Eugene I. Goldman**, Partner, McDermott, Will & Emery LLP:

*Hilsee was the defendant MCI's notice expert in two consolidated consumer class actions filed in Augusta, Georgia. Hilsee recognized that the socio-economics of class members indicated that the "traditional" media vehicles for notice, i.e., Wall Street Journal, would not reach many class members. Hilsee provided an affidavit and in-court testimony in favor of a plan that involved easy to understand notice in multiple publications. . . He also testified against an alternative plan presented by plaintiffs, which he felt was inferior. Hilsee was questioned by counsel for the parties as well as the Court. The Judge was impressed by Mr. Hilsee's expertise and accepted Mr. Hilsee's advice by ordering the implementation of Mr. Hilsee's notice plan.*

**Darren E. Baylor**, Associate Director, American Bar Association  
Center for Continuing Legal Education:

*Todd has definitely developed an entertaining and informative presentation on effective notice techniques that creatively connect the class member to class action claims. He presents his information in a way that educates and engages the audience while providing a refreshing perspective on claims notification.*



**F. Paul Bland, Jr.**, Staff Attorney, Public Justice:

*Hilsee has a deep and extensive knowledge of communications strategies and marketing for consumers. In several hotly contested cases, he has served as an expert witness on behalf of my clients, and his thoughtful, thorough and careful analyses stood up brilliantly through white-hot cross-examinations and probing. I've also seen a good deal of his work in the class action notice area, and he's a nationally recognized leader in that field.*

**Elizabeth J. Cabraser**, Partner, Lieff, Cabraser, Heimann & Bernstein, LLP, at Tulane Law School, February 2008:

*Todd Hilsee understands and appreciates the profound implications of notice on due process more than many, many lawyers. . . He is a notice expert; he is a communications expert; but his dedication to the idea of due process through communication transcends his work assignments and his living. . . He is a low key, personable person; very matter of fact about what he does. Do not be fooled; he is a giant in the field.*

**Robert J. Niemic**, Senior Staff Attorney, Federal Judicial Center:

*Todd Hilsee deserves one of the strongest endorsements I can give for his expertise on class action notice processes, his hands-on contributions to revising notices into plain language documents that now serve as "models" for the industry, and his colleagues' widespread recognition of him as a foremost world expert. All the work that Todd did for the Federal Judicial Center (my employer) was pro bono. His commitment to the cause of creating more understandable and complete notices for class action plaintiffs is unparalleled, in my experience. The resulting illustrative notices (posted at [www.fjc.gov](http://www.fjc.gov)) reflect significant improvements, in terms of form, clarity, and plain language. Todd has had a huge national impact on the field of class actions that will endure and continue. He is enthusiastic and it's inspiring and enjoyable working with him.*





## **Publications**

*Nationwide Class Actions: Shine a light on (another) bad notice*, 9 CLASS ACTION LITIG. REP. 113-126 (2008); 36 PRODUCT SAFETY AND LIABILITY. REP. 346-59 (2008); AMERICAN BAR ASSOCIATION, 11<sup>th</sup> Annual Institute on Class Actions (2007). Author: Todd B. Hilsee

*Seven Steps to a Successful Class Action Settlement*, AMERICAN BAR ASSOCIATION, SECTION OF LITIGATION, CLASS ACTIONS TODAY 16 (2008). Authors: John B. Isbister, Todd B. Hilsee, & Carla A. Peak

*Canadian Class Action Notice - A Rising Tide of Effectiveness?* OSGOODE HALL LAW SCHOOL, YORK UNIVERSITY, 4<sup>th</sup> National Symposium on Class Actions (2007). Author: Todd B. Hilsee

*The “Desire to Inform” Is in Your Hands: Creatively Design Your Notice Program to Reach the Class Members and Satisfy Due Process*, AMERICAN BAR ASSOCIATION, 10<sup>th</sup> Annual Institute on Class Actions (2006). Author: Todd B. Hilsee

*Hurricanes, Mobility and Due Process: The “Desire-to-Inform” Requirement for Effective Class Action Notice Is Highlighted by Katrina*, 80 TULANE LAW REV. 1771 (2006); reprinted in course materials for: AMERICAN BAR ASSOCIATION, 10<sup>th</sup> Annual National Institute on Class Actions (2006); NATIONAL BUSINESS INSTITUTE, Class Action Update: Today’s Trends & Strategies for Success (2006); CENTER FOR LEGAL EDUCATION INTERNATIONAL, Class Actions: Prosecuting and Defending Complex Litigation (2007). Authors: Todd B. Hilsee, Gina M. Intrepido, & Shannon R. Wheatman

*Do You Really Want Me to Know My Rights? The Ethics Behind Due Process in Class Action Notice Is More Than Just Plain Language: A Desire to Actually Inform*, 18 GEORGETOWN JOURNAL LEGAL ETHICS 1359 (2005). Authors: Todd B. Hilsee, Shannon R. Wheatman, & Gina M. Intrepido

*Notice Provisions in S. 1751 Raise Significant Communications Problems*, 5 CLASS ACTION LITIG. REP. 30 (2004). Author: Todd B. Hilsee

*Plain Language is Not Enough*, FEDERAL TRADE COMMISSION, Protecting Consumer Interests in Class Actions (2004). Author: Todd B. Hilsee

*The Federal Judicial Center’s Model Plain Language Class Action Notices: A New Tool for Practitioners and the Judiciary*, 5 CLASS ACTION LITIG. REP. 182 (2003). Authors: Todd B. Hilsee & Terri R. LeClerc



*So you think your notice program is acceptable? Beware: it could be rejected*, AMERICAN BAR ASSOCIATION CLASS ACTIONS (2003). Author: Todd B. Hilsee

*Class Action Notice*, CALIFORNIA CLASS ACTIONS PRACTICE AND PROCEDURE, 8-1 (Elizabeth Cabraser ed., 2003). Chapter Author: Todd B. Hilsee

*Creating the Federal Judicial Center's New Illustrative "Model" Plain Language Class Action Notices*, 13 CLASS ACTIONS & DERIVATIVE SUITS 10 (2003). Authors: Todd B. Hilsee & Terri R. LeClercq

*It Ain't Over 'Til It's Over—Class Actions Against Microsoft*, 12 CLASS ACTIONS & DERIVATIVE SUITS 2 (2002). Authors: David Romine & Todd Hilsee

*Class Action Notice—How, Why, When and Where the Due Process Rubber Meets the Road*, LOUISIANA STATE BAR ASSOCIATION, 3<sup>rd</sup> Annual Class Action/Mass Tort Symposium (2002). Author: Todd B. Hilsee

*A Communications Analysis of the Third Circuit Ruling in MDL 1014: Guidance on the Adequacy of Notice*, 2 CLASS ACTION LITIG. REP. 712 (2001). Author: Todd B. Hilsee

*Off of the Back Pages: The Evolution of Class Action Notice: An Analysis of Notice in Mullane v. Central Hanover Trust more than 50 years later*, MEALEY'S Judges & Lawyers in Complex Litigation Conference (1999). Author: Todd B. Hilsee

*Class Action Notice to Diet-Drug Takers: A Scientific Approach*, FEN-PHEN LITIG. STRATEGIST (1999). Author: Todd B. Hilsee

*Class Action: The Role of the Media Expert*, EMPLOYMENT LITIG. REP. 19524 (1995); ASBESTOS LITIG. REP. 33279 (1995); AUTOMOTIVE LITIG. REP. 23193 (1995); MEDICAL DEVICES REPORTER 24 (1995); ASBESTOS PROPERTY LITIG. REP. 20845 (1995); TOXIC CHEMICALS LITIG. REP. 22280 (1995); DES LITIG. REP. 24310 (1995); SECURITIES AND COMMODITIES LITIG. REP. 15 (1996); AIDS LITIG. REP. 15559 (1996); LEVERAGED BUYOUTS & ACQUISITIONS LITIG. REP. 24 (1996); WRONGFUL DISCHARGE REPORT 16 (1996); CORPORATE OFFICERS AND DIRECTORS LIABILITY LITIG. REP. 19561 (1996); SEXUAL HARASSMENT LITIG. REP. 22 (1996). Author: Todd B. Hilsee



**Panels, Speaking and Education**

*Class Action Notice*, TULANE LAW REVIEW SYMPOSIUM, *The Problem of Multidistrict Litigation* (2008). Speaker: Todd B. Hilsee

*The Nationwide Class: White Elephant, Endangered Species, or Alive and Well?*, AMERICAN BAR ASSOCIATION, 11<sup>th</sup> Annual National Institute on Class Actions (2007). Speaker: Todd B Hilsee.

*The Settlement Process: Notice and Claims Administration*, CENTER FOR LEGAL EDUCATION INTERNATIONAL, *Class Actions: Prosecuting and Defending Complex Litigation* (2007). Speaker: Todd B. Hilsee.

*Notice to Class Members: Is too Little Money Being Spent on Notice and will the Tide Turn?*, OSGOOD HALL LAW SCHOOL, YORK UNIVERSITY, 4<sup>TH</sup> NATIONAL SYMPOSIUM ON CLASS ACTIONS (2007). SPEAKER: TODD B HILSEE.

*Man on the Street - Interviews with Class Members, Notice & Settlement Participation*: AMERICAN BAR ASSOCIATION, 10<sup>th</sup> Annual National Institute on Class Actions (2006); NATIONAL BUSINESS INSTITUTE, *Class Action Update: Today's Trends & Strategies for Success* (2006); GEORGETOWN UNIVERSITY LAW SCHOOL (2006); TULANE LAW SCHOOL (2007). Host/Presenter: Todd B. Hilsee.

*Class Action Notice*, NATIONAL BUSINESS INSTITUTE, *Class Action Update: Today's Trends & Strategies for Success* (2006). Speaker: Todd B. Hilsee.

*If You Build It, They Will Come—Crafting Creative, Coupon-Free Settlements*, AMERICAN BAR ASSOCIATION, 10<sup>th</sup> Annual National Institute on Class Actions (2006). Speaker: Todd B Hilsee.

*Man on the Street - Interviews with Class Members, Plain Language*: COLUMBIA LAW SCHOOL (2005); NEW YORK UNIVERSITY SCHOOL OF LAW (2005); TEMPLE LAW SCHOOL (2006); CLEVELAND-MARSHALL COLLEGE OF LAW (2006); TULANE LAW SCHOOL (2007). Host/Presenter: Todd B. Hilsee.

*How to Construct Effective Notice Campaigns to Best Protect Class Action Settlements*, Lecture at: CLEVELAND-MARSHALL COLLEGE OF LAW (3/28/06). Guest Lecturer: Todd B. Hilsee.

*Judges Round Table*, SUPERIOR COURT OF CALIFORNIA, County of Los Angeles, Central Civil West Court House (3/21/06). Speaker: Todd B. Hilsee.



*Do You Really Want Me to Know My Rights? The 'Ethics' Behind Due Process in Class Action Notice Is More Than Just Plain Language: A Desire to Actually Inform*, NATIONAL ASSOCIATION OF SHAREHOLDER AND CONSUMER ATTORNEYS (NASCAT), (2005). Speaker: Todd B. Hilsee.

*Will the Settlement Survive Notice and Associated Due Process Concerns?* LOUISIANA BAR ASSOCIATION, 5<sup>th</sup> Annual Class Action/Mass Tort Symposium (2004). Speaker: Todd B. Hilsee.

*Let's Talk—The Ethical and Practical Issues of Communicating with Members of a Class*, AMERICAN BAR ASSOCIATION, 8<sup>th</sup> Annual National Institute on Class Actions (2004). Speaker: Todd B Hilsee.

*Clear Notices, Claims Administration and Market Makers*, FEDERAL TRADE COMMISSION, Protecting Consumer interests in Class Action Workshop (2004). Speaker: Todd B. Hilsee.

*I've Noticed You've Settled—Or Have You*, AMERICAN BAR ASSOCIATION, 7<sup>th</sup> Annual National Institute on Class Action (2003). Speaker: Todd B. Hilsee.

*Class Action Notice—How, Why, When And Where the Due Process Rubber Meets The Road*, LOUISIANA BAR ASSOCIATION, 3<sup>rd</sup> Annual Class Action/Mass Tort Symposium (2002). Speaker: Todd B. Hilsee.

*Plain English Notices called for in August, 2001, proposed amendments to Rule 23*, ADVISORY COMMITTEE ON CIVIL RULES OF THE JUDICIAL CONFERENCE OF THE UNITED STATES, Hearing on Rule 23 (2002). Witness: Todd B. Hilsee.

*Generation X on Trial*, AMERICAN BAR ASSOCIATION, Section of Litigation Annual Meeting (2001). Speaker: Todd B. Hilsee.

*Tires, Technology and Telecommunications*, Class Action and Derivative Suits Committee, AMERICAN BAR ASSOCIATION, Section of Litigation Annual Meeting (2001). Speaker: Todd B. Hilsee.

*Class Actions*, MEALEY'S Judges and Lawyers in Complex Litigation Conference (1999). Speaker: Todd B. Hilsee.



### Case Experience

THG principals' experience includes the following partial listing of cases:

<i>Castano v. Am. Tobacco</i>	E.D. La., CV 94-1044
<i>In re Amino Acid Lysine Antitrust Litig.</i>	N.D. Ill., MDL No. 1083
<i>Barnes v. Am. Tobacco</i>	E.D. Pa., 96-5903
<i>Walls v. Am. Tobacco</i>	N.D. Okla., 97-CV-218-H
<i>Stewart v. Avon Prods.</i>	E.D. Pa., 98-CV-4135
<i>Guttermann v. Am. Airlines</i>	Cir. Ct. Ill., 95CH982
<i>St. John v. Am. Home Products</i>	Wash. Super. Ct., 97-2-06368
<i>Scott v. Am. Tobacco</i>	La. Civ. Dist. Ct., 96-8461
<i>Brown v. Am. Tobacco</i>	Cal. Super. Ct., J.C.C.P. 4042 No. 711400
<i>Sims v. Allstate Ins.</i>	Cir. Ct. Ill., No. 99-L-393A
<i>Dietschi v. Am. Home Products</i>	W.D. Wash., No. C01-0306L
<i>Anesthesia Care Assocs. v. Blue Cross of Cal.</i>	Cal. Super. Ct., No. 986677
<i>Ting v. AT&amp;T</i>	N.D. Cal., No. C-01-2969-BZ
<i>Allison v. AT&amp;T</i>	1st Jud. D.C. N.M., No. D-0101-CV-20020041
<i>Richison v. Am. Cemwood</i>	Cal. Super. Ct., No. 005532
<i>Davis v. Am. Home Products</i>	Civ. D. Ct. La., Div. K, No. 94-11684
<i>Rolnik v. AT&amp;T Wireless Servs.</i>	N.J. Super. Ct., No. L-180-04
<i>Daniel v. AON</i>	Cir. Ct. Ill., No. 99 CH 11893
<i>Rosenberg v. Academy Collection Service</i>	E.D. Pa., No. 04-CV-5585
<i>Desportes v. American General Assurance Co.</i>	Ga. Super. Ct., No. SU-04-CV-3637
<i>Lee v. Allstate</i>	Cir. Ct. Ill., Kane Co., No. 03 LK 127
<i>Sweeten v. American Empire Insurance</i>	Cir. Ct. Ark., No. 2007-154-3



<i>Hunsucker v. American Standard Ins. Co. of Wisconsin</i>	Cir. Ct. Ark., No. CV-2007-155-3
<i>In re Alstom SA Securities Litig.</i>	S.D. N.Y., No. 03-CV-6595 VM
<i>Bond v. American Family Insurance</i>	D. Ariz., CV06-01249-PXH-DGC
<i>In re Bolar Pharm. Generic Drugs Consumer Litig.</i>	E.D. Pa., MDL No. 849
<i>In re Bausch &amp; Lomb Contact Lens Litig.</i>	N.D. Ala., 94-C-1144-WW
<i>In re Babcock and Wilcox Co.</i>	E.D. La., 00-10992
<i>Gustafson v. Bridgestone/Firestone</i>	S.D. Ill., Civil No. 00-612-DRH
<i>In re Bridgestone/Firestone Tires Prods. Liability Litig.</i>	S.D. Ind., MDL No. 1373
<i>Scott v. Blockbuster</i>	136th Tex. Jud. Dist. Jefferson Co., No. D 162-535
<i>In re Baycol Litig.</i>	D. Minn., MDL No. 1431
<i>Lewis v. Bayer AG</i>	1st Jud. Dist. Ct. Pa., No. 002353
<i>Chapman v. Butler &amp; Hosch, P.A.</i>	2nd Jud. Cir. Fla., No. 2000-2879
<i>Springer v. Biomedical Tissue Services</i>	Cir. Ct. Ind. Marion Co., No. 1:06-CV-00332-SEB-VSS
<i>In re Bridgestone Securities Litig.</i>	M.D. Tenn., No. 3:01-CV-0017
<i>Kunhel v. CNA Ins. Companies</i>	N.J. Super. Ct., ATL-C-0184-94
<i>Crawley v. Chrysler</i>	Pa. C.P., CV-4900
<i>Rogers v. Clark Equipment</i>	Cir. Ct. Ill., No. 97-L-20
<i>Dimitrios v. CVS</i>	Pa. C.P., No. 99-6209
<i>Talalai v. Cooper Tire &amp; Rubber</i>	N.J. Super. Ct., Middlesex County, No. MID-L-8839-00 MT
<i>Claims Conference–Jewish Slave Labour Outreach Program</i>	German Government Initiative
<i>Wells v. Chevy Chase Bank</i>	Cir. Ct. Md. Balt. City, No. C-99-000202
<i>In re Columbia/HCA Healthcare</i>	M.D. Tenn., MDL No. 1227
<i>West v. G&amp;H Seed</i>	27th Jud. D. Ct. La., No. 99-C-





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<i>Mostajo v. Coast Nat'l Ins.</i>	Cal. Super. Ct., No. 00 CC 15165
<i>Multinational Outreach - East Germany Property Claims</i>	Claims Conference
<i>Munsey v. Cox Communications</i>	Civ. D. Ct., La., Div. E, Sec. 9, No. 97 19571
<i>Tawney v. Columbia Natural Res.</i>	Cir. Ct. W. Va. Roane Co., No. 03-C-10E
<i>Acacia Media Techs. Corp. v. Cybernet Ventures</i>	C.D. Cal., SACV03-1803 GLT (Anx)
<i>Thibodeau v. Comcast</i>	E.D. Pa., No. 04-CV-1777
<i>Stefanyshyn v. Consol. Indus.</i>	Ind. Super. Ct., No. 79 D 01-9712-CT-59
<i>Thibodeaux v. Conoco Philips</i>	D. La., No. 2003-481
<i>Morrow v. Conoco</i>	D. La., No. 2002-3860
<i>Brown v. Credit Suisse First Boston</i>	C.D. La., No. 02-13738
<i>Mehl v. Canadian Pacific Railway</i>	D. N.D., No. A4-02-009
<i>First State Orthopaedics et al. v. Concentra, Inc., et al.</i>	E.D. Pa. No. 2:05-CV-04951-AB
<i>Pennington v. Coca Cola</i>	Cir. Ct. Mo. Jackson Co., No. 04-CV-208580
<i>Hensley v. Computer Sciences</i>	Cir. Ct. Ark., No. CV-2005-59-3
<i>West v. Carfax</i>	Ohio C.P., No. 04-CV-1898 (ADL)
<i>In re Conagra Peanut Butter Products Liability Litig.</i>	N.D. Ga., 1:07-MDL-1845 (TWT)
<i>Grays Harbor v. Carrier Corporation</i>	W.D. Wash., No. 05-05437-RBL
<i>Brookshire Bros. v. Chiquita</i>	S.D. Fla., No. 05-CIV-21962
<i>Beringer v. Certegy Check Services</i>	M.D. Fla., No. 8:07-CV-1434-T-23TGW
<i>In re Domestic Air Transp. Antitrust Litig.</i>	N.D. Ga., MDL No. 861
<i>In re Dow Corning Corp.</i>	E.D. Mich., 95-20512-11-AJS



<i>Spitzfaden v. Dow Corning</i>	La. Civ. Dist. Ct., 92-2589
<i>Carson v. Daimler Chrysler</i>	W.D. Tenn., No. 99-2896 TU A
<i>Kent v. Daimler Chrysler</i>	N.D. Cal., No. C01-3293-JCS
<i>In re PA Diet Drugs Litig.</i>	C.P. Pa. Phila. Co., No. 9709-3162
<i>Chambers v. Daimler Chrysler</i>	N.C. Super. Ct., No. 01:CVS-1555
<i>Perrine v. E.I. Du Pont De Nemours</i>	Cir. Ct. W. Va., No. 04-C-296-2
<i>Palace v. Daimler Chrysler</i>	Cir. Ct. Ill., Cook Co., No. 01-CH-13168
<i>Foultz v. Erie Ins. Exchange</i>	C.P. Pa., No. 000203053
<i>Johnson v. Ethicon</i>	Cir. Ct. W. Va. Kanawha Co., Nos. 01-C-1530, 1531, 1533, 01-C-2491 to 2500
<i>Schlink v. Edina Realty Title</i>	4th Jud. D. Ct. Minn., No. 02-018380
<i>In re Educ. Testing Serv. PLT 7-12 Test Scoring Litig.</i>	E.D. La., MDL-1643
<i>In re Ephedra Prods. Liability Litig.</i>	D. N.Y., MDL-1598
<i>Harper v. Equifax</i>	E.D. Pa., No. 2:04-CV-03584-TON
<i>In re Estate of Ferdinand Marcos</i>	D. Hawaii, MDL No. 840
<i>In re Ford Motor Co. Vehicle Paint Litig.</i>	E.D. La., 95-0485, MDL No. 1063
<i>In re Factor Concentrate Blood Prods. Litig.</i>	N.D. Ill., MDL No. 986
<i>In re Ford Ignition Switch Prods. Liability Litig.</i>	D. N.J., 96-CV-3125
<i>Jordan v. A.A. Friedman</i>	M.D. Ga., 95-52-COL
<i>Navarro-Rice v. First USA</i>	Cir. Ct. Ore., 9709-06901
<i>Bownes v. First USA Bank</i>	Cir. Ct. Ala., CV-99-2479-PR
<i>Mangone v. First USA Bank</i>	Cir. Ct. Ill., 99AR672a
<i>Gaynoe v. First Union</i>	N.C. Super. Ct., No. 97-CVS-16536





<i>Peters v. First Union Direct Bank</i>	M.D. Fla., No. 8:01-CV-958-T-26 TBM
<i>McManus v. Fleetwood Enter.</i>	D. Ct. Tex., No. SA-99-CA-464-FB
<i>Cotten v. Ferman Mgmt. Servs.</i>	13th Jud. Cir. Fla., No. 02-08115
<i>Bardessono v. Ford Motor</i>	Wash. Super. Ct., No. 32494
<i>Yacout v. Federal Pacific Electric</i>	N.J. Super. Ct., No. MID-L-2904-97
<i>Ford Explorer Cases</i>	Cal. Super. Ct., JCCP Nos. 4226 & 4270
<i>George v. Ford Motor</i>	M.D. Tenn., No. 3:04-0783
<i>Walton v. Ford Motor</i>	Cal. Super. Ct., No. SCVSS 126737
<i>Gunderson v. Focus Healthcare Management</i>	14 <sup>th</sup> Jud. D. Ct. La., No. 2004-2417-D
<i>Gunderson v. F.A. Richard &amp; Associates</i>	14 <sup>th</sup> Jud. D. Ct. La., No. 2004-2417-D
<i>Burgess v. Farmers Insurance</i>	Dist. Ct. Comanche Co., Okla., CJ-2001-292
<i>In re GM Truck Fuel Tank Prods. Liability Litig.</i>	E.D. Pa., MDL No. 1112
<i>In re Graphite Electrodes Antitrust Litig.</i>	E.D. Pa., 97-CV-4182, MDL No. 1244
<i>Hill v. Galaxy Cablevision</i>	N.D. Miss., 1:98CV51-D-D
<i>Fields v. Great Spring Waters of Am.</i>	Cal. Super. Ct., No. 302774
<i>Sanders v. Great Spring Waters of Am.</i>	Cal. Super. Ct., No. 303549
<i>Soders v. General Motors</i>	C.P. Pa., No. CI-00-04255
<i>Santos v. Government of Guam</i>	D. Guam, No. 04-00049
<i>In re Guidant Corp. Plantable Defibrillators Products Liab. Litig.</i>	D. Minn., MDL No. 05-1708 (DWF/AJB)
<i>Delay v. Hurd Millwork</i>	Wash. Super. Ct., 97-2-07371-0
<i>Crane v. Hackett Assocs.</i>	E.D. Pa., 98-5504
<i>In re Holocaust Victims Assets Litig.</i>	E.D. N.Y., CV-96-4849



<i>McCall v. John Hancock</i>	Cir. Ct. N.M., No. CV-2000-2818
<i>Garrett v. Hurley State Bank</i>	Cir. Ct. Miss., No. 99-0337
<i>Jones v. Hewlett-Packard</i>	Cal. Super. Ct., No. 302887
<i>Curtis v. Hollywood Entm't</i>	Wash. Super. Ct., No. 01-2-36007-8 SEA
<i>Defrates v. Hollywood Entm't</i>	Cir. Ct. Ill., St. Clair. Co., No. 02L707
<i>Singleton v. Hornell Brewing Co.</i>	Cal. Super. Ct., No. BC 288 754
<i>Carnegie v. Household Int'l</i>	N. D. Ill., No. 98-C-2178
<i>In re High Sulfur Content Gasoline Prods. Liability Litig.</i>	E.D. La., MDL No. 1632
<i>Beasley v. Hartford Insurance Co. of the Midwest</i>	Cir. Ct. Ark., No. CV-2005-58-1
<i>Reynolds v. Hartford Financial Group</i>	D. Ore., No. CV-01-1529 BR
<i>Zarebski v. Hartford Insurance Co. of the Midwest</i>	Cir. Ct. Ark., No. CV-2006-409-3
<i>Int'l Commission on Holocaust Era Ins. Claims – Worldwide Outreach Program</i>	Former Secretary of State Lawrence Eagleburger Commission
<i>Whetman v. IKON</i>	E.D. Pa., Civil No. 00-87
<i>Ragoonanan v. Imperial Tobacco</i>	Ont. Super. Ct., No. 00-CV-183165 CP
<i>Int'l Org. of Migration – German Forced Labour Compensation Programme</i>	Geneva, Switzerland
<i>Murray v. IndyMac Bank. F.S.B.</i>	N.D. Ill., No. 04 C 7669
<i>Baker v. Jewel Food Stores &amp; Dominick's Finer Foods</i>	Cir. Ct. Ill. Cook Co., No. 00-L-9664
<i>Kalhammer v. First USA</i>	Cir. Ct. Cal., C96-45632010-CAL
<i>Small v. Lorillard Tobacco</i>	N.Y. Super. Ct., 110949/96
<i>Stetser v. TAP Pharm. Prods. &amp; Abbott Laboratories</i>	N.C. Super. Ct., No. 01-CVS-5268
<i>Walker v. Tap Pharmaceutical Prods.</i>	N.J. Super. Ct., No. CV CPM-L-682-01



<i>Clark v. Tap Pharmaceutical Prods.</i>	5th Dist. App. Ct. Ill., No. 5-02-0316
<i>In re Lupron Marketing &amp; Sales Practices Litig.</i>	D. Mass., MDL No.1430
<i>Morris v. Liberty Mutual Fire Ins.</i>	D. Okla., No. CJ-03-714
<i>Froeber v. Liberty Mutual Fire Ins.</i>	Cir. Ct. Ore., No. 00C15234
<i>Webb v. Liberty Mutual Insurance</i>	Cir. Ct. Ark., No. CV-2007-418-3
<i>Andrews v. MCI</i>	S.D. Ga., CV 191-175
<i>Harper v. MCI</i>	S.D. Ga., CV 192-134
<i>Kellerman v. MCI</i>	Cir. Ct. Ill., 82 CH 11065
<i>Robinson v. Marine Midland</i>	N.D. Ill., 95 C 5635
<i>Naef v. Masonite</i>	Cir. Ct. Ala., CV-94-4033
<i>Goldenberg v. Marriott PLC</i>	D. Md., PJM 95-3461
<i>Microsoft I-V Cases</i>	Cal. Super. Ct., J.C.C.P. No. 4106
<i>Thompson v. Metropolitan Life Ins.</i>	S.D. N.Y., No. 00-CIV-5071 HB
<i>Ervin v. Movie Gallery</i>	Tenn. Ch. Fayette Co., No. CV-13007
<i>Baiz v. Mountain View Cemetery</i>	Cal. Super. Ct., No. 809869-2
<i>Friedman v. Microsoft</i>	Ariz. Super. Ct., No. CV 2000-000722
<i>Gordon v. Microsoft</i>	4th Jud. D. Ct. Minn., No. 00-5994
<i>Perry v. Mastercard Int'l</i>	Ariz. Super. Ct., No. CV2003-007154
<i>Salkin v. MasterCard Int'l</i>	Pa. C.P., No. 2648
<i>Allen v. Monsanto</i>	Cir. Ct. W.Va., No 041465
<i>Meckstroth v. Toyota Motor Sales</i>	24th Jud. D. Ct. La., No. 583-318
<i>Sauro v. Murphy Oil USA</i>	E.D. La., No. 05-4427
<i>McNall v. Mastercard</i>	13 <sup>th</sup> Tenn. Jud. Dist. Ct. Memphis



<i>Turner v. Murphy Oil USA</i>	E.D. La., No. 2:05-CV-04206-EEF-JCW
<i>Spence v. Microsoft</i>	Cir. Ct. Wis. Milwaukee Co., No. 00-CV-003042
<i>In re Mutual Funds Investment Litig.</i>	D. Md., MDL No. 1586
<i>Peek v. Microsoft</i>	Cir. Ct. Ark., No. CV-2006-2612
<i>McCurdy v. Norwest Fin. Alabama</i>	Cir. Ct. Ala., CV-95-2601
<i>Johnson v. Norwest Fin. Alabama</i>	Cir. Ct. Ala., CV-93-PT-962-S
<i>National Socialist Era Compensation Fund</i>	Republic of Austria
<i>Nature Guard Cement Roofing Shingles Cases</i>	Cal. Super. Ct., J.C.C.P. No. 4215
<i>Gray v. New Hampshire Indemnity</i>	Cir. Ct. Ark., No. CV-2002-952-2-3
<i>Homeless Shelter Compensation Program</i>	City of New York
<i>Carter v. North Central Life Ins.</i>	Ga. Super. Ct., No. SU-2006-CV-3764-6
<i>Fry v. Hoechst Celanese</i>	Cir. Ct. Fla., 95-6414 CA11
<i>In re PRK/LASIK Consumer Litig.</i>	Cal. Super. Ct., CV-772894
<i>Providian Credit Card Cases</i>	Cal. Super. Ct., J.C.C.P. No. 4085
<i>Madsen v. Prudential Federal Savings &amp; Loan</i>	3rd Jud. Dist. Ct. Utah, No. C79-8404
<i>Kline v. Progressive</i>	Cir. Ct. Ill., Johnson Co., No. 01-L-6
<i>In re Pittsburgh Corning</i>	Bankr. W.D. Pa., No. 00-22876-JKF
<i>Nichols v. SmithKline Beecham</i>	E.D. Pa., No. 00-6222
<i>Bowling, et al. v. Pfizer</i>	S.D. Ohio, No. C-1-91-256
<i>Chesnut v. Progressive Casualty Ins.</i>	Ohio C.P., No. 460971
<i>Clearview Imaging v. Progressive Consumer Ins.</i>	Cir. Ct. Fla. Hillsborough Co., No. 03-4174
<i>In re Pharmaceutical Industry Average Wholesale Price Litig.</i>	D. Mass., MDL 1456



<i>In re: Propulsid Products Liability Litig.</i>	E.D. La., MDL No. 1355
<i>Schwab v. Philip Morris</i>	E.D. N.Y., CV-04-1945
<i>In re Parmalat Securities Litig.</i>	S.D. N.Y., MDL No. 1653 (LAK)
<i>Johnson v. Progressive</i>	Cir. Ct. Ark., No. CV-2003-513
<i>Clark v. Pfizer</i>	C.P. Pa. Phila. Co., No. 9709-3162
<i>Raysick v. Quaker State Slick 50</i>	Dist. Tex., 96-12610
<i>Harp v. Qwest Communications</i>	Circ. Ct. Ore., No. 0110-10986
<i>Becherer v. Qwest Communications Int'l</i>	Cir. Ct. Ill., Clair Co., No. 02-L140
<i>In re Residential Doors Antitrust Litig.</i>	E.D. Pa., MDL No. 1039
<i>Tempest v. Rainforest Café</i>	D. Minn., 98-CV-608
<i>Westman v. Rogers Family Funeral Home</i>	Cal. Super. Ct., No. C-98-03165
<i>Walker v. Rite Aid of PA</i>	C.P. Pa., No. 99-6210
<i>Myers v. Rite Aid of PA</i>	C.P. Pa., No. 01-2771
<i>Linn v. Roto-Rooter</i>	C.P. Ohio, No. CV-467403
<i>In re Royal Ahold Securities and "ERISA" Litig.</i>	D. Md., MDL 1539
<i>In re Residential Schools Class Action Litig.</i>	Ont. Super. Ct., 00-CV-192059 CPA
<i>Sunderman v. Regeneration Technologies</i>	S.D. Ohio, No. 1:06-CV-075-MHW
<i>Beasley v. Reliable Life Insurance</i>	Cir. Ct. Ark., No. CV-2005-58-1
<i>In re Steel Drums Antitrust Litig.</i>	S.D. Ohio, C-1-91-208
<i>In re Steel Pails Antitrust Litig.</i>	S.D. Ohio, C-1-91-213
<i>Cox v. Shell Oil</i>	Tenn. Ch., 18,844
<i>Meers v. Shell Oil</i>	Cal. Super. Ct., M30590
<i>In re Synthroid Mktg. Litig.</i>	N.D. Ill., MDL No. 1182
<i>Avery v. State Farm Auto. Ins.</i>	Cir. Ct. Ill., 97-L-114



<i>In re Silicone Gel Breast Implant Prods. Liability Litig.</i>	N.D. Ala., MDL No. 926
<i>Wilson v. Servier Canada</i>	Ont. Super. Ct., 98-CV-158832
<i>Paul and Strode v. Country Mutual Ins.</i>	Cir. Ct. Ill., 99-L-995
<i>Peterson v. State Farm Mutual Auto. Ins.</i>	Cir. Ct. Ill., No. 99-L-394A
<i>Mantzouris v. Scarritt Motor Group</i>	M.D. Fla., No. 8:03-CV-0015-T-30-MSS
<i>Gardner v. Stimson Lumber</i>	Wash. Super. Ct., No. 00-2-17633-3SEA
<i>Poor v. Sprint</i>	Cir. Ct. Ill., Madison Co., 99-L-421
<i>Cazenave v. Sheriff Charles C. Foti</i>	E.D. La., No. 00-CV-1246
<i>National Assoc. of Police Orgs. v. Second Chance Body Armor</i>	Cir. Ct. Mich. Antrim Co., 04-8018-NP
<i>In re Serzone Prods. Liability Litig.</i>	S.D. W. Va., MDL No. 1477
<i>In re Solutia Inc.</i>	S.D. N.Y., No. 03-17949-PCB
<i>Hill v. State Farm Mutual Auto Ins.</i>	Cal. Super. Ct., No. BC 194491
<i>Govt. Employees Hospital Assoc. v. Serono</i>	D. Mass., 06-CA-10613-PBS
<i>In re SCOR Holding AG Litig.</i>	S.D. N.Y., 04 Civ. 7897
<i>Chisolm v. Transouth Fin.</i>	4th U.S. Cir. Ct., 97-1970
<i>Castillo v. Mike Tyson</i>	N.Y. Super. Ct., 114044/97
<i>In re Texaco</i>	S.D. N.Y. Nos. 87 B 20142, 87 B 20143, 87 B 20144.
<i>Olinde v. Texaco</i>	M.D. La., No. 96-390
<i>In re Tobacco Cases II</i>	Cal. Super. Ct., J.C.C.P. No. 4042
<i>Tobacco Farmer Transition Program</i>	U.S. Dept. of Agric.
<i>Splater v. Thermal Ease Hydronic Systems</i>	Wash. Super. Ct., 03-2-33553-3-SEA
<i>Ciabattari v. Toyota Motor Sales</i>	N.D. Cal., No. C-05-04289-BZ
<i>In re TJX Companies Retail Security Breach Litig.</i>	D. Mass., MDL No. 1838



<i>In re USG Corp.</i>	Bankr. D. Del., No. 01-02094-RJN
<i>In re Unum Provident Corp.</i>	D. Tenn. No. 1:03-CV-1000
<i>Peyroux v. The United States of America</i>	E.D. La., No. 06-2317
<i>Angel v. U.S. Tire Recovery</i>	Cir. Ct. W. Va., No. 06-C-855
<i>Hoeffner v. The Estate of Alan Kenneth Vieira</i>	Cal. Super. Ct., 97-AS 02993
<i>Fisher v. Virginia Electric &amp; Power Co.</i>	E.D. Va., No 3:02-CV-431
<i>In re Vivendi Universal, S.A. Securities Litig.</i>	S.D. N.Y., No. 02-CIV-5571 RJH
<i>Accounting Outsourcing v. Verizon Wireless</i>	M.D. La., No. 03-CV-161
<i>Williams v. Weyerhaeuser</i>	Cal. Super. Ct., CV-995787
<i>Jacobs v. Winthrop Fin. Assocs.</i>	D. Mass., 99-CV-11363
<i>Barbanti v. W.R. Grace</i>	Wash. Super. Ct., 00201756-6
<i>In re W.R. Grace &amp; Co.</i>	Bankr. D. Del., No. 01-01139-JJF
<i>Bryant v. Wyndham Int'l.</i>	Cal. Super. Ct., Nos. GIC 765441, GIC 777547 (Consolidated)
<i>Tuck v. Whirlpool &amp; Sears, Roebuck</i>	Cir. Ct. Ind. Marion Co., No. 49C01-0111-CP-002701
<i>Pease v. Jasper Wyman &amp; Son, Merrill Blueberry Farms Inc., Allen's Blueberry Freezer Inc. &amp; Cherryfield Foods Inc.</i>	Me. Super. Ct., No. CV-00-015
<i>White v. Washington Mutual</i>	4th Jud. D. Ct. Minn., No. CT 03-1282
<i>Barnett v. Wal-Mart Stores</i>	Wash. Super. Ct., No. 01-2-24553-8 SEA
<i>Luikart v. Wyeth Am. Home Products</i>	Cir. Ct. W. Va., No. 04-C-127
<i>Kapustin v. YBM Magnex Int'l</i>	E.D. Pa., 98-CV-6599
<i>Leff v. YBM Magnex Int'l</i>	E.D. Pa., 95-CV-89
<i>Douglas v. Embarq</i>	D. Kansas, 07-CV-2602
<i>In re Ford Motor Co. E-350 Van Products Liability Litigation (No. II)</i>	D. N.J., MDL 1687



<i>Smith v. Inco</i>	Ont. Super. Ct., No. 12023/01
<i>Larson v. ATT Mobility</i>	D. N.J., No. 07-5325
<i>Orrill v. Louisiana Citizens</i>	Civ. Dist. Ct, Orleans Par., No. 05-11720
<i>In Re Television Writers Cases</i>	Cal. Super. Ct., Los Angeles Co., No. BC 268 836
<i>AMA v. United Healthcare</i>	S.D.N.Y., No. 00 Civ. 2800



# EXHIBIT 2

## Summary of FLW Public Document Appearances 1970 – Present

Date	Total FLW Articles and News Wire Clips*	With Mold/Odor Keywords**	About the Mold Problems	Appeared In U.S.	Consumer Media (Not Trade Media)	Appeared in Public (not News Wire)	Appeared In Class Area+	Mentions Whirlpool in Connection with Mold Problems	Appeared in Main News Section++
1/1/70-10/26/80	4	0	0	0	0	0	0	0	0
10/27/80-10/26-00	1517	27	7	1	1	1	0	0	0
10/27/00-10/26/04	1906	36	3	2	2	1	1	0	0
10/27/04-10/26/07	2537	80	26	24	21	17	9	0	0
10/27/07-11/1/09	2384	133	68	47	46	43	19	4	1
<b>Totals</b>	<b>8348</b>	<b>276</b>	<b>104</b>	<b>74</b>	<b>70</b>	<b>62</b>	<b>29</b>	<b>4</b>	<b>1</b>

\*All articles and news wire clips that relate in any way to front load washers (FLWs).

\*\*Mold/Odor keyword search terms are: “mold” or “moldy” or “mouldy” or “mildew” or “smell” (all endings) or “odor” or “fungus” or “fungi.”

+Any of the classes. National media assumed to be available in class area.

++All pages in media without sections, e.g., “Consumer Reports,” considered “Main News” for this purpose.

# EXHIBIT 3

59 of 189 DOCUMENTS

Austin American-Statesman (Texas)

September 9, 2005 Friday

## Profess profession atop nuptial cake with custom figures toys, artwork

**BYLINE:** Jane Greig, AMERICAN-STATESMAN STAFF

**SECTION:** LIFESTYLE; Pg. E1

**LENGTH:** 528 words

Q: Our daughter is getting married next summer. For the cake we are looking for some figurines. We need a male nurse and a female firefighter.

- Wayman K.

A: Congratulations to the happy couple.

An action figure of a male nurse is available at several local toy stores, such as Toy Joy, 2900 Guadalupe St., and Terra Toys, 2438 W. Anderson Lane, but I could not find one of a female firefighter.

Custom cake toppers are available but are pricey and take six weeks to create. Order one from Designs by Dorian, (866) 883-1084, where a bride and groom (any style, any profession) are fashioned from your photos. Topper prices begin at \$369.

Local artist Carolyn Carson, ccarson1@austin.rr.com, creates custom wedding toppers. Prices begin at \$350.

Q: Walnuts and almonds are on all the lists of wonderful things you're supposed to eat. Pecans are not. Is this because of superior public relations in California or is there a reason?

- Bill Thomas

A: There is a reason.

Almonds and walnuts contain more polyunsaturated fat than pecans, says LeAnne Skinner of Austin Nutrition Consultants. That is a healthier fat. Walnuts contain more protein than almonds or pecans.

By the way, the recommended serving size (50 calories from fat) is two walnuts, six almonds or two pecans.

Q: What is the best way to store a used refrigerator for nine months to avoid an odor buildup in a facility that is not climate controlled? Also, what is the best way to prepare a clothes washer to avoid freezing; perhaps a recreational vehicle antifreeze liquid? The storage will be from October through June in Georgetown.

- B. I.

Profess profession atop nuptial cake with custom figures toys, artwork Austin American-Statesman (Texas)  
September 9, 2005 Friday

A: You do not have to worry about freezing if you drain the washing machine hoses. In addition, Sears, maker of Kenmore appliances, advises consumers to place an appliance on cardboard or a wooden pallet to prevent condensation, and to keep the appliance level.

The refrigerator and the **washing** machine (in particular **front loaders**) benefit from interior air circulation. Prop open the door in some way. If moisture is trapped in the interior, **mold** and corrosion form, warns Ed Rivos, co-owner of Appliance Associates, 814 Romeria Drive. In addition, put a box of baking soda inside to absorb **odor**. If necessary, disable the latch on the refrigerator to prevent child entrapment.

Upshot/Update/Uproar:

Several readers have contacted me praising a British idea - a national "In Case of Emergency" (ICE) campaign. Individuals are advised to store the word "ICE" in mobile phone address books with the numbers of the persons to be contacted in case of emergency. The initial positive reaction from emergency medical services has changed. ICE is "a great idea but opens opportunities for misuse, which could cause more harm than good" (incorrect or incomplete information from a good Samaritan), says Rudy Garza, assistant city manager, "and police and emergency personnel will not be looking for ICE on your cell phone." His advice? Carry ID and, in case of emergency, personnel will find your family.

Contact Jane Greig at P.O. Box 670, Austin 78767; (512) 445-3697; e-mail [jgreig@statesman.com](mailto:jgreig@statesman.com) or fax (512) 445-3968. For more Jane Greig, visit [www.statesman.com/life/greig](http://www.statesman.com/life/greig).

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82 of 189 DOCUMENTS

Austin American-Statesman (Texas)

July 18, 2006 Tuesday  
Final Edition

## Wrong detergent could be causing moldy smell after washing clothes

**BYLINE:** Jane Greig AMERICAN-STATESMAN STAFF

**SECTION:** LIFE & ARTS; Pg. E01

**LENGTH:** 548 words

Q: I bought a Kenmore **front-loading washing** machine from a couple leaving town. It's only 2 years old. Unfortunately, it **smells** like the inside of a **moldy** shoe after every wash. I have used paper towels and cloths to wipe out the gasket, but this isn't helping the **smell**. The clothes come out with a good amount of black mildew, which is disconcerting. Repairmen suggested running white vinegar through the machine a couple of times. That didn't help either. Recommendations?

-Michele Bondy

A: Do you have the manual? Establishing which machine you have is key to solving this problem. For example, A new Kenmore **front loader** has a "wash the **washer**" cycle. The appliance gurus at Kenmore suggest a couple of remedies.

Use HE (high efficiency) detergent only in these machines. Regular detergent creates too many suds. The manual states "using regular detergent will likely result in washer errors. . . . component failures and noticeable **mold or mildew**." It's possible that the previous owners did not follow this instruction or the ones that follow.

Leave the door ajar to let the **washer** interior dry between washes. **Front-load washers** are designed with very tight seals. Clean the door seals regularly with a solution of bleach and water ( 3/4 cup bleach to 1 gallon of warm tap water). Wipe, let stand for five minutes and dry with a cloth.

In addition, Kenmore advises monthly washer maintenance that includes running a complete cycle without clothes but with 1/3 cup bleach in the water (no detergent).

Q: Can you tell me the correct protocol - legally or socially - to use the term "Mrs." for a woman? I thought it was only correct when the woman was either still married or a widow. I know a woman who is divorced but who still uses Mrs. in front of her ex-husband's last name, which she still also uses. I can't find this answer anywhere.

-B. K.

A: The courtesy or social title "Mrs." may be used with the former husband's last name and the divorcee's first name. That is the opinion of etiquette guru Peggy Post in "Emily Post's Etiquette." If Jane and George Jetson divorce, Jane should introduce herself as Mrs. Jane Jetson, not Mrs. George Jetson.

If George dies before Jane? Traditionally she may use Mrs. George Jetson or if she prefers, Mrs. Jane

Wrong detergent could be causing moldy smell after washing clothes Austin American-Statesman (Texas)  
July 18, 2006 Tuesday

Jetson.

These conventions, however, are often dismissed in favor of the marital-status-neutral title "Ms."

Q: Can you suggest a new home for a 1966 Encyclopedia Britannica with white leather binding in perfect condition?

-Forrest Gober

A: Encyclopedias typically are only as valuable as their information, unless it is the 11th edition of Encyclopedia Britannica from the early 1900s, in which famed experts authored the entries, according to the folks at 12th Street Books, 827 W. 12th St.

Donate the volumes to the University of Texas Theater Department prop shop. Contact Rebecca Switzer, props supervisor at the Performing Arts Center (471-0624). Books are needed to fill the stage in a library or study. Your tomes add richness because they are a set. In addition, Switzer says donations of typewriters, postcards, newspapers and other ephemera are also welcome.

Contact Jane Greig at P.O. Box 670, Austin 78767; (512) 445-3697; e-mail [jgreig@statesman.com](mailto:jgreig@statesman.com) or fax (512) 445-3968. For more Jane Greig, visit [www.statesman.com/life/greig](http://www.statesman.com/life/greig).

**LOAD-DATE:** July 20, 2006

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99 of 189 DOCUMENTS

St. Petersburg Times (Florida)

May 10, 2007 Thursday

## LOAN APPROVAL STRIKES HIM AS TOO CASUAL

**BYLINE:** SUZANNE PALMER

**SECTION:** FLORIDIAN; Pg. 4E

**LENGTH:** 635 words

Q: We had a loan for \$16,000 with our bank in Hudson.

My stepdaughter borrowed \$50,000 on our loan. I didn't know about it until I saw it on our statement. My wife agreed over the phone with someone at the bank. We didn't sign anything.

I'm wondering if that is legal procedure.

F.D.

A: I understand your concern. I don't believe the bank has acted illegally, but there aren't enough details in your letter to explain just what occurred.

The first thing you should do is speak frankly with your wife. Write down everything she remembers about the circumstances surrounding her approval of this loan. Then call or visit the bank in person, with copies of all the relevant statements. See the loan officer or branch manager and tell him or her you were not consulted before the transaction took place. Ask that the loan terms be explained to you in detail, as well as the bank's procedure in procuring your wife's approval. Get copies of all the documents associated with the new loan.

If you don't get the matter resolved to your satisfaction, four government agencies may be able to help.

The Federal Reserve Board, Consumer and Community Affairs division, investigates complaints against state-chartered banks that are members of the Federal Reserve system. The board of governors works with the 12 Federal Reserve banks to make sure state member banks follow the law. Call (202) 452-3693 or visit [www.federalreserve.gov](http://www.federalreserve.gov).

Problems with federal savings and loans or federal savings banks may be resolved through the Office of Thrift Supervision. Call toll-free 1-800-842-6929; [www.ots.treas.gov](http://www.ots.treas.gov).

The Comptroller of the Currency OCC Customer Assistance group can help with national banks and credit card and mortgage company subsidiaries of national banks. A national bank has the word "national" or the letters N.A. in its official name.

State-chartered banks that are not members of the Federal Reserve system can be investigated by the Federal Deposit Insurance Corporation. Call toll-free 1-877-275-3342; [www.fdic.gov](http://www.fdic.gov).

If you aren't sure of your bank's category, the FDIC's Web site has a tool called Bank Find ([http://www2.fdic.gov/idasp/main\\_bankfind.asp](http://www2.fdic.gov/idasp/main_bankfind.asp)) that will give you that information.



LOAN APPROVAL STRIKES HIM AS TOO CASUAL St. Petersburg Times (Florida) May 10, 2007 Thursday

Rough stuff in spin

Q: I purchased a Maytag Neptune front-loading washer and dryer in 2004. The washer's spin cycle is destroying my clothes. It spins clothes so roughly, it looks like they were been wrung by hand. At purchase I was told the washer was gentle on clothes.

In speaking with representatives and dealers at Maytag, I've been told that there were no recalls, that there was a recall on the "motherboard" and, again, that there were no recalls.

Someone isn't telling me the truth.

Charlotte Cinque

A: The Consumer Product Safety Commission has announced no recalls in the past five years for Maytag Neptune **washers**.

Maytag settled a class-action lawsuit in 2005, which alleged that owners of the **front-load washers** had claims concerning the door latch, wax motor and motor control, and related circuit board failures. The suit said the machines were malfunctioning and causing **mold, mildew and odor**. No mention of clothing damage was made.

The Neptune was promoted as a more efficient washing machine because its spin cycle wrung more water from the clothes, decreasing drying time.

If you've had service and there is nothing mechanical wrong with your machine, Action can do nothing to help.

Action solves problems and gets answers for you. Write Times Action, P.O. Box 1121, St. Petersburg, FL 33731, or call, (727) 893-8171, or, outside of Pinellas, toll-free 1-800-333-7505, ext. 8171, to leave a recorded request. Complaints can only be accepted by mail. Send only photocopies of personal documents. Names of letter writers will not be omitted except in unusual circumstances. Letters may be edited for length and clarity.

**LOAD-DATE:** May 10, 2007

**LANGUAGE:** ENGLISH

**DOCUMENT-TYPE:** COLUMN

**PUBLICATION-TYPE:** Newspaper

102 of 189 DOCUMENTS

Austin American-Statesman (Texas)

June 14, 2007 Thursday  
Final Edition

## JANE GREIG

**BYLINE:** Jane Greig AMERICAN-STATESMAN STAFF

**SECTION:** LIFESTYLE; Pg. E02

**LENGTH:** 292 words

Q: I received two e-mails about winning a lottery sponsored by Yahoo.com. I responded to the second notification and received another e-mail with instructions on claiming my prize. Then I received a third e-mail from Interworld Forward Services Ltd., claiming to be in charge of delivering the money. All three e-mails appeared very official, with the Yahoo logo, etc. In the third e-mail, I was told I would have to pre-pay a large amount to have the check delivered.

Again, all three e-mails appear very official and seem to come from Yahoo (all supposedly originated from Great Britain). Do you have any information?

--J. Terry

A: Scams often look official. Paying money to win anything is a tipoff, as is a request to share personal information.

What to do?

Yahoo, headquartered in Sunnyvale, Calif., confirmed the lottery e-mail is not sponsored by the Internet service company. Please forward this suspicious e-mail to [abuse@yahoo.com](mailto:abuse@yahoo.com)

For more information on fraudulent e-mail or to file a complaint with the Federal Trade Commission, visit [ftc.gov/spam](http://ftc.gov/spam).

And in Jane Too at [www.statesman.com/life/greig](http://www.statesman.com/life/greig), click on "Combat **mildew** in your **front-load washer**" for

- \* Where to buy handsome canes,
- \* How to wash a quilt,
- \* **Mildew**-be-gone tips, and
- \* A change in attitude regarding name change advice.

Contact Jane Greig at P.O. Box 670, Austin 78767; (512) 445-3697; e-mail [jgreig@statesman.com](mailto:jgreig@statesman.com) or fax (512) 445-3968. For more Jane Greig, visit [www.statesman.com/life/greig](http://www.statesman.com/life/greig).

To submit information, send a press release two weeks before desired publication to P.O. Box 670, Austin, TX 78767; or fax 445-3968; or e-mail

JANE GREIG Austin American-Statesman (Texas) June 14, 2007 Thursday

calendars@statesman.com

Call Courtney Sebesta at 445-3851 with questions and suggestions.

Features: 445-3690. Fax 445-3968 E-mail

features@statesman.com

**LOAD-DATE:** June 15, 2007

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**PUBLICATION-TYPE:** Newspaper

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111 of 189 DOCUMENTS

# The Miami Herald

Found on Miami • com

The Miami Herald

February 29, 2008 Friday

## Whither musty smell in washer?

**SECTION:** JJJ; Pg. DDD

**LENGTH:** 110 words

Q.I was very excited to buy a Frigidaire **front-loading washing** machine. Happy that is, until the musty, stale **smell** arrived; it's actually in the **washer**, which I've had for almost a year.

I've tried leaving the door open, but nothing seems to work. The smell is really getting to me. Can Action Line help?

-- **Rebecca Leyva, Miami**

A.Yes. We told Frigidaire about it.

The problem was caused by water that was collecting in the "boot" that seals the door, spokesman Tony Evans said in an e-mail. Customer service had been in touch to arrange a time to replace and install the part at no charge.

"This should take care of the problem," he said.

Let us know if it doesn't.

**LOAD-DATE:** February 29, 2008

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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114 of 189 DOCUMENTS

# The Miami Herald

Found on Miami . com

The Miami Herald

March 10, 2008 Monday

## Monitor detergent used in front loaders

**SECTION:** 000; Pg. 000

**LENGTH:** 251 words

Q.You recently addressed a question about a musty, stale **smell** in a **washer** (Action Line, Feb. 29). I, too, have a **front-loading** Frigidaire **washing** machine, with the same **smell**. Is this widespread?

-- **Marci Wittmer, Coral Gables**

A.Judging by readers' reaction and our research, it does seem to be a common problem. We speculated that the problem might stem from the type of detergent that's used. Brian Sansoni, spokesman for the Soap and Detergent Association affirmed that.

Using a regular detergent in a high efficiency (HE) washer can create too many suds, he said; they interfere with the washer's action by "cushioning" the laundry. That reduces soil- and stain-removal and rinsing efficiency. (It can also cause the washer to overflow.)

"These excess suds can also lead to residue buildup since they're not as easily rinsed away," Sansoni said. "Over time, they could lead to unpleasant odors, potential machine malfunctions or damage." So purchase detergent clearly marked HE.

In addition, low wash temperatures may prevent some soils from completely rinsing out. "Oily soils and some dirt-type soils are especially sensitive to lower wash temperatures," he explained. "Over time, these soils may accumulate . . . and lead to the growth of bacteria and mold," which results in odors.

Try using hot water. For a load of whites, add chlorine (not colorfast) bleach, which helps kill mold and bacteria.

An SDA brochure on getting the best out of your HE washer is at [www.cleaning101.com/laundry/HE.pdf](http://www.cleaning101.com/laundry/HE.pdf).

**LOAD-DATE:** March 10, 2008

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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121 of 189 DOCUMENTS

The Orange County Register (California)

April 19, 2008 Saturday  
1 Edition

## Readers sound off on stinky washers; Jennifer Bush Register columnist; Our house

**BYLINE:** Jennifer Bush Register columnist

**SECTION:** LIFE; Pg. D\_E

**LENGTH:** 1174 words

### **ABSTRACT**

Our House: Readers reply to a home improvement column about smelly washers.

### **FULL TEXT**

I want to thank readers who wrote in with their suggestions and comments after my recent column, "Rinse the stink out of your washer." It seems this has been a common problem for those of us with front-loading machines.

I forgot to mention that I leave the door to the machine open for several hours after taking laundry out to air dry the interior. This bothers me slightly, though, since a light stays on inside. After all, I bought the machine to be green. Simple air drying seems to be enough to prevent a moldy smell in some machines, but not others.

Here's what some readers had to say:

After years of fighting with a stinky top-loader even after removing the moldy fabric-softener tray that the previous owner left behind, I finally bought a front loader that is a top-of-the-line Sears machine. The salesman gave me some very valuable information including the fact that front-loaders are notorious for odor because people close them up too soon. But he said if I kept the machine door open until it was dry after each wash session (which I had always done anyway), that it should be fine.

I do more than that:

- 1.Remove your soap tray after every wash if you can. The water normally pushes the detergent out of here and into the machine. Drain this tray and leave it out of the machine until dry.

- 2.Reach into the compartment where this tray has been removed and use a towel to dab the remaining water out. This will force the remaining water down into the machine. Dab this water away too, which will usually drain out onto the gasket.

- 3.Pull the gasket gently toward you and dab the water out of the place where it accumulates in the bottom where it meets the drum at the door. This is also where everything drains out of the machine and you might also find pet hair and other goodies that did not make it out of the machine on rinse cycle. These can

Readers sound off on stinky washers; Jennifer Bush Register columnist; Our house The Orange County Register (California) April 19, 2008 Saturday

also deteriorate and cause odor if not removed.

4. Use a low-suds (HE) detergent that has oxygen bleach in it. We use the big tubs of Sears detergent and it is fine as long as you use warm water. It does not dissolve well in cold. But because this detergent already has oxygen bleach in it, the machine doesn't seem to need any further monthly chlorine bleach cycle to clean itself. The user's manual recommends a monthly chlorine bleach cycle, but I don't want chlorine next to my skin. I believe that chlorine will also eventually degrade the seals.

So far, after over 18 months, this machine has no smell in it unless it has washed a very heavily soiled load that I forgot to add a second rinse to, and the smell came from that load, not from mold. Even though they say a machine like this can handle a huge single load, this will require a second rinse added to the cycle.

It's better to keep the loads small. And this way, you can use a higher spin cycle and save money on the dryer expense.

It seems ridiculous to me that convenience designers have so often failed in making a machine that doesn't cause more works than it saves ...

A front loader, only if properly used, can save a ton of chemicals and water every year.

Thank you for an interesting article.

-- Robin Brooks, Fullerton

Robin: Thank you for the wonderful suggestions. I don't usually take the time to clean and dry the soap tray after every wash. I'm also concerned about drying the seals with frequent chlorine bleach rinses, even though that is what the manufacturer of my machine recommends.

\*

Thank you for your article about stinky washing machines and how to remedy the problem! My washing machine has had a mild mildewy odor for over two years and I never knew what to do about it. I went straight to the laundry room after reading your article this morning, donned some rubber gloves and set to work. I pulled back the rubber gasket and lo and behold, I found two pairs of wet underwear. I would never have thought that it would be possible for anything to be under the gasket. I didn't even know the gasket could be pulled back for cleaning. There was some mold but it wasn't too bad. I cleaned all the way around the gasket and surrounding areas. I then took out and cleaned the detergent dispenser, which also had a little mold. I poured in the bleach and ran the machine on the "sanitary" cycle with the extra rinse (an extra hot, 2 hour and 10-minute cycle) and proceeded to do laundry all day long. The washing machine no longer **smells** and I am so thrilled. You made my day!

Lisa Fiege-Kollmann,

North Tustin

Lisa: You made my day too. I had no idea that clothing could get lodged in the gasket.

\*

A relative had warned us that the **front-load washers** can sometimes be **smelly**, probably from keeping the door shut when the interior was still damp. So, our solution has been to always prop the door open a bit. At first it kept flying open too far, so we bought a \$20 step-on wastebasket at Target, raised it just slightly with some self-stick foam insulation on the bottom, and set it in front of the washer door to keep it open just a crack. We've had the washer a year, with never a trace of bad smell.

-- Jayne DonVito, La Habra

Readers sound off on stinky washers; Jennifer Bush Register columnist; Our house The Orange County Register (California) April 19, 2008 Saturday

Jayne:That's one way to keep the door open. I lay a small towel on the door, which can also keep it from closing.

\*

After reading your article, I checked my 1-year-old washer to find all kinds of gunk in the rubber gasket. I cleaned it with paper towels, then did the hot cycle with bleach. Much better! I'm looking into the cleaning products you mentioned, too. I'm also drying the gasket when I know I won't be doing another load for a day or two. I was already leaving the door open for a couple of hours, but obviously, that wasn't enough!

-- Karen Joseph, Los Alamitos

Karen:Drying the gasket after each use makes sense. Removing the excess water should help reduce mold growth.

\*

I found your column most interesting. I do not have a HE front loader and would never have such a machine since my back will not take bending over with heavy loads of laundry to load both washer and dryer.

That said, I want to comment on your statement about regular laundry detergents and the excess suds.

I would recommend Amway's SA-8 laundry detergent (and no, I am not a dealer, just a very satisfied 30-year customer). I swear by the cleaning ability of this product and the low suds, no residue left in clothing and linens. My previous washing machine lasted over 20 years without ever having a service call, and I moved it twice during those years.

-- Sheryl Picco, Tustin

Sheryl:You're right about bending over to take the laundry out of the machine. It's murder digging that last sock off the top of the drum, but that's my own fault. I didn't want to spend the money to get the optional elevated base. My machine would have been several inches taller.

As for the Amway detergent, it's great for top loaders like yours. Front loaders require HE detergents, which are specially formulated.

Check out the story at [ocregister.com/homeandgarden](http://ocregister.com/homeandgarden) to read more reader comments.

714-796-5020 or [jbush@ocregister.com](mailto:jbush@ocregister.com)

**LOAD-DATE:** April 25, 2008

**LANGUAGE:** ENGLISH

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134 of 189 DOCUMENTS

The News &amp; Observer (Raleigh, North Carolina)

July 19, 2008 Saturday  
Final Edition

## Top Drawer

**BYLINE:** Joyce Clark Hicks, Staff Writer**SECTION:** HOME & GARDEN; Top Drawer; Pg. D4**LENGTH:** 547 words

### Tame that smelly washer

Does your laundry room smell musty? Your washing machine could be to blame. The combination of moisture, detergents and fabric softeners can leave an odor-causing buildup of **fungus and mold**. This can be a particular problem with new front-loading machines, whose airtight seals often trap moisture inside the door well. (Hint: This is largely preventable or lessened by leaving the detergent compartment and loading door ajar after the cycle is completed.) If more help is needed, a new product called **Smelly Washer** might be worth a try. Add 1 tablespoon to your top- or **front-loading** machine during a hot water cycle and let the **washer** clean itself. Extreme cases may warrant additional steps, which are detailed with the product. **Smelly Washer** also claims to remove **mildew odors** from towels and clothing items with a prolonged soak. A co-worker used the product on her top-loader, with impressive results. Find it at [www.smellywasher.com](http://www.smellywasher.com) for \$16 plus shipping and handling.

### Don't bite me

Summertime É and the bugs are sure biting. That's why a couple of new insect repellent products caught my eye.

First up is the all-natural Don't Bite Me Patch, a clear patch that gets its power from a blend of vitamin B1 and aloe. Simply peel the sticker's backing two hours before your outdoor excursion, place the waterproof patch on your shoulder, side, arm or backside and go about your routine. Its protection reportedly lasts up to 36 hours. The vitamin is absorbed into your bloodstream and emits an odor that masks the body's natural levels of carbon dioxide. Carbon dioxide is what attracts mosquitoes. I wore a patch to an outdoor wedding reception after heavy rains recently and received not a bite. Of course, neither did any of my friends. I couldn't tell if that was because of their proximity to me or because the bugs simply weren't biting. But a friend uses the patch on her mosquito magnet 3-year-old son every day and is pleased with the results. A five-pack of patches sells for about \$4.99; a pack of 10 sells for \$7.99. You can find them at some Wal-Mart stores or online at [www.dontbitemepatch.com](http://www.dontbitemepatch.com).

And I've recently been introduced to eco-friendly Cactus Juice. Simply mist or lotion your skin with it and go. Spray it on clothes for added protection. It has what I would guess is a cactus smell. It's a little odd, but nothing that made me not want to use it. My 7-year-old son used it for a week straight at camp recently after we noticed mosquito bites on him. He hasn't been bitten since. I've also read that this product is a favorite among fishermen and outdoorsmen. Buy it for \$6.49 plus shipping at [www.cactusjuicetm.com](http://www.cactusjuicetm.com).

### Pop-up notecards

Top Drawer The News & Observer (Raleigh, North Carolina) July 19, 2008 Saturday

The next time you drop someone a note, do so in style. David A. Carter's pop-up note collection lets you express your whimsical side with flair. The pop-up line comes in four designs, from spiral-covered curlicues to flowery blossoms, monochrome waves and jagged-edged circular designs that make a clicking noise when you open them. The clicker cards would make cute birthday cards to a little boy; the floral ones are a shoo-in for a treasured girlfriend. They cost \$18.95 for a set of eight; two each of four color combinations. Find them at [www.amazon.com](http://www.amazon.com) or [www.barnesandnoble.com](http://www.barnesandnoble.com) or [www.randomhouse.com](http://www.randomhouse.com).

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**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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145 of 189 DOCUMENTS

Akron Beacon Journal (Ohio)

Distributed by McClatchy-Tribune News Service

December 26, 2008 Friday

## Home and garden news and notes

**BYLINE:** By Mary Beth Breckenridge, Akron Beacon Journal

**SECTION:** LIFESTYLE

**LENGTH:** 569 words

### THE SHELF: INSPIRATION FOR REDESIGN

If a room redo or a whole-house design is on your to-do list for 2009, check out House Beautiful's "The Home Book: Creating a Beautiful Home of Your Own."

The venerable shelter magazine has combined practical advice and ideas for designing or redecorating every room in your home. It helps readers through the planning process by prompting them to think of everything from where to put closets to how to choose a comfortable chair, and it inspires them with more than 500 photos.

There's plenty of design guidance on color, proportion, lighting and the like, as well as insider advice from design professionals.

"The Home Book" is published by Hearst Books and sells for \$40 in hardcover.

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### WHAT'S NEW: EASY GAUGE KNOWS A BIT

Easy Gauge makes it simple to choose the right-size drill bit for a job.

The gauge has a slot that becomes increasingly narrow. You insert a screw into the slot, slide it until it won't move anymore and read the corresponding measurement. You can also use it to determine the size of a drill bit.

Measurements are given in both millimeters and fractions of an inch.

A set of five of the pocket-size gauges sells for \$4.95 plus shipping at <http://www.unseenontv.com>.

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### Q & A: GETTING RID OF **MOLD** IN **WASHER**

Q: My husband and I bought a **front-loading** clothes **washer** less than a year ago and have been extremely dissatisfied with it. It has a foul, **moldy-smelling odor**, and upon further inspection, had a **moldy** buildup in the dispenser tray, the wash drum and around the rubber gasket around the door opening. What can we do?

Home and garden news and notes Akron Beacon Journal (Ohio) December 26, 2008 Friday

A: **Mold** can grow when suds and residue build up in the machine. The Soap and Detergent Association has these recommendations:

\_Use only a laundry detergent specially formulated for high-efficiency washers, in the recommended amount.

\_Read the washer manufacturer's use and care guide to make sure you're using the detergent and fabric softener dispensers correctly.

\_If your washer has a maintenance cycle, run it weekly or at least monthly. Or add liquid chlorine bleach to an empty washer and run it on a hot-water setting with an extra rinse cycle. If necessary, repeat until the odor is gone.

Cleaning the gasket and drain might help, too. You can also try a washer-freshening product such as Affresh, which is available at many stores that sell major appliances, or Smelly Washer, sold at <http://www.smellywasher.com>. Leaving the door open when the washer is idle is sometimes suggested, but that's a bad idea if you have children or pets.

Some washers' designs make them more prone to this problem than others. As you discovered, you might have to push the manufacturer for a replacement if you can't solve the problem through these means.

---

(Have a question about home maintenance, decorating or gardening? Call Akron Beacon Journal home writer Mary Beth Breckenridge at 330-996-3756, or send e-mail to [mbrecken@thebeaconjournal.com](mailto:mbrecken@thebeaconjournal.com))

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147 of 189 DOCUMENTS

## BELLEVILLE NEWS-DEMOCRAT

Found on Belleville . com

Belleville News-Democrat (Illinois)

January 9, 2009 Friday

### Get rid of mold in the washer

**BYLINE:** MARY BETH BRECKENRIDGE, Akron Beacon Journal

**SECTION:** C; Pg. 4

**LENGTH:** 241 words

Q: My husband and I bought a **front-loading** clothes **washer** less than a year ago and have been extremely dissatisfied with it. It has a foul, **moldy-smelling odor**, and upon further inspection, had a **moldy** buildup in the dispenser tray, the wash drum and around the rubber gasket around the door opening. What can we do?

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Cleaning the gasket and drain might help, too. You can also try a washer-freshening product such as Affresh, which is available at many stores that sell major appliances, or Smelly Washer, sold at [www.smellywasher.com](http://www.smellywasher.com). Leaving the door open when the washer is idle is sometimes suggested, but that's a bad idea if you have children or pets.

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**LOAD-DATE:** January 16, 2009

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

165 of 189 DOCUMENTS



Consumer Reports

July 2009

## LAB TESTS. WASHERS & DRYERS: Value-priced models help you clean up.; A WASHER FOR THE WASHER?

**SECTION:** Pg. 48 Vol. 74 No. 7

**LENGTH:** 109 words

Odor and mold continue to plague some front-loaders, our readers tell us. Leaving the door ajar, using bleach periodically, and wiping down the rubber gasket after each load can help prevent buildup. But what if you already have a problem? Some companies suggest Affresh, a tablet cleaner that uses oxygenated bubbles to "get rid of **odor** - and the residue that causes it - in all **washers**." A **front-loader** in our lab didn't **smell**, but it did have heavy residue around its gasket. The residue remained even after we ran three consecutive cycles with an Affresh tablet in each cycle. Instead, try using bleach more often. If that fails, call the manufacturer.

**LOAD-DATE:** July 9, 2009

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Magazine

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171 of 189 DOCUMENTS

The Pantagraph (Bloomington, Illinois)

August 01, 2009 Saturday

## Home Front

**SECTION:** LIFE; Pg. D1

**LENGTH:** 525 words

Cutting back

Back-to-school budgets are taking a hit this year. The average family will spend \$548.72 for school supplies, down 8 percent from last year's average tab of \$597.74, according to the National Retail Federation.

Moldy washer?

**Front-loading** clothes **washers** can be more efficient but can develop a **moldy** buildup when suds and residue build up in the machine. The Soap and Detergent Association has these recommendations:

- Use only a laundry detergent specially formulated for high-efficiency washers, in the recommended amount.

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Some washers' designs make them more prone to this problem than others. As you discovered, you might have to push the manufacturer for a replacement if you can't solve the problem through these means.

- Mary Beth Breckenridge, Akron Beacon Journal

Camp out tonight

The big family camping trip is a month away. The kids are begging to try out the tent tonight. What to do? Set up camp in the backyard. It's a great way to test gear and prepare children for a longer trip, said John Bratko, a senior sales specialist at REI. "The trick is to bring the comforts of your home to your campsite, but not too much that it feels like you're home," he said. Stuff to lug out to your "campsite": Flashlight, sleeping bag, cooler, board games and cards, folding chairs.

- Michelle Ye Hee Lee, Chicago Tribune

Home Front The Pantagraph (Bloomington, Illinois) August 01, 2009 Saturday

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- Michelle Ye Hee Lee, Chicago Tribune

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**PUBLICATION-TYPE:** Newspaper



177 of 189 DOCUMENTS

# DallasNews.com

THE DALLAS MORNING NEWS

September 5, 2009 Saturday  
BRIEFING EDITION

## Washing machines need cleaning, too

**SECTION:** YOUR LIFE; Pg. 8

**LENGTH:** 78 words

It makes sense that the cleaner your washing machine, the cleaner your laundry will be.

We're not talking about the lint and dust that collect on the top. We're talking about in the barrel. It's a big problem for **front-loading** high-efficiency **washers**.

Adding the product once a month without any laundry and running a wash cycle should help take care of problems. Keeping the door of the machine open when it's not in use also helps keep the **mold and odor** issue in check. DMN

**LOAD-DATE:** September 5, 2009

**LANGUAGE:** ENGLISH

**GRAPHIC:** PHOTO(S): GET SOME: Tide Washing Machine Cleaner, Washer Magic and Affresh each sell for around \$5 to \$7.

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8 of 103 DOCUMENTS

CNNFN

October 11, 2002 Friday

**SHOW:** THE MONEY GANG 01:00 PM Eastern Standard Time

## Stock of the Day: Maytag Makes Plant Move To Mexico, CNNfn

**GUESTS:** Laura Champine

**BYLINE:** Christine Romans, Pat Kiernan, Christ Huntington

**SECTION:** Business

**LENGTH:** 1381 words

CHRISTINE ROMANS, CNNfn ANCHOR, THE MONEY GANG: Maytag, (Company: Maytag Corporation; Ticker: MYG; URL: <http://www.maytagcorp.com/>) meanwhile, closing an Illinois refrigeration plant, which employs 1,600 workers. The appliance maker says it will open a new plant in Mexico next year. The stock, near a 52-week low, like many other stocks on Wall Street.

Maytag is our "Stock of the Day". Let's bring in our Stocks Editor Chris Huntington, he has more on the all of this.

CHRIS HUNTINGTON, CNNfn STOCKS EDITOR, THE MONEY GANG: Hi, Christine. I guess this is the Iowa segment of the show here. We had the attorney general there, of course, Christine being from Iowa. Maytag based, as you pointed out at the beginning of the show, in Newton, Iowa.

The big news today is that, as you mentioned, closing a plant in Illinois and moving really that production of side-by-side refrigerators, big double door refrigerators, down to an operation in Renosa (ph), Mexico. This would mark the first time Maytag fully assembles, fully builds appliances outside of the United States.

It started, if you will, building an operation Renosa about a year ago, calling it a sub assembly plant, in which basically parts were shipped down there and obviously then assembled for shipment back to the United States and other markets. But now they're wholesale moving this operation down there.

It's an important cost-cutting measure. Depends how you look at these things. But certainly, the Street is pleased to see the company is getting tough on costs, because this is one of the problems that has plagued Maytag.

Interestingly, Maytag and **Whirlpool** (Company: **Whirlpool** Corporation; Ticker: WHR; URL: <http://www.whirlpool.com/>) and General Electric, (Company: General Electric Company; Ticker: GE; URL: <http://www.ge.com/>) for that matter, the three major big appliance makers in the states, were all forecasting strong appliance growth and, indeed, delivered on that about a year ago and going into the beginning of this year.

Then something happened, there was sort of a division and the projections coming out of Maytag were much more pessimistic. In fact, Maytag saying it sees appliance shipments industry wide actually declining in the fourth quarter. Meanwhile, GE and **Whirlpool** continued to be upbeat. In fact, GE is saying it sees total shipments of big appliances, washer, dryers, trash compactors, of late, up about 12 percent. So there's kind of a disconnect as to the way the company has seen the business, vis-a-vis it's competitors.

Stock of the Day: Maytag Makes Plant Move To Mexico, CNNfn CNNFN October 11, 2002 Friday

One other problem, internal to Maytag, it was to launch a brand-new line of washers. Ran into trouble with that, when a part that was to have been made by a subcontractor, wasn't up to spec. So, that delayed the launch of the so-called Atlantis washer.

Taking a look at the big picture, though, of how Maytag has done over the last couple of years, its revenues have been increasing ever so slightly over the last couple of years, but really profits are way below. For instance, profits in 2001, \$167 million. In 1999, the company did twice that, \$328 million, on less revenue. So there's, again, a bit of an internal problem at Maytag that it has to get over.

The stock, I don't know if we showed you the chart yet, but the stock had a nice run-up, beginning of this year, has come right back down. As we mentioned, bouncing today, but really off of a low level. The 52-week low on the stock is \$18.84, so just below 19 bucks. So, it's at \$21.60 even with a \$1.50 gain today.

Pat and Christine?

KIERNAN: We just switched to the front load, we're really happy with the front load washer.

HUNTINGTON: Do you get more in there? I've always been frustrated by those.

KIERNAN: I don't think you get more in, but because you've got gravity working with you, it doesn't require -- the agitation isn't as harsh, and you don't require as much water. It is a more efficient process.

HUNTINGTON: Very good.

ROMANS: Interesting, though, I was reading in the "Martha Stewart Living" magazine that those **front-load washers** can get **mildew** around the ring of the seal.

KIERNAN: Oh, really?

ROMANS: Yes, because it gets stuck in there.

Anyway, stick around Chris, because we're going to talk more about appliances -- and Maytag. We're bringing in Laura Champine, an analyst who follows the company for Morgan Keegan. She's joining us from Memphis.

Welcome to the program.

LAURA CHAMPINE, ANALYST, MORGAN KEEGAN: Thank you for having me.

ROMANS: Let's talk about Maytag and this move of production, closing down this plant. Either Wall Street likes it or Maytag is just enjoying the rally we're seeing today with the rest of the market. What do you make of it? And what does it say about some of the processes going on at management, at least, at Maytag?

CHAMPINE: This wasn't a completely unexpected announcement given the recent movement of the subassemblies to Mexico. This is part of a greater strategic sourcing effort at Maytag, brought in by their new CEO Ralph Hake. This is just a continuation of what they had been doing. And frankly it's part of what they have to do to remain competitive with GE and **Whirlpool**, who have been fairly price competitive over the last few years.

KIERNAN: Laura, as you look at the prospects for the stock and growth, you know, we've seen this trend in people moving up from one home to another, buying bigger homes, it's fueled a lot of spending. But when does that run out? What does that mean to Maytag?

CHAMPINE: Maytag may post fine unit growth the rest of this year, but they're up against extremely difficult comparisons. The second half of 2001 was a report half for the appliance industry as a whole. So, even if they do well for the rest of the year, it may come across poorly when compared to last year.

Stock of the Day: Maytag Makes Plant Move To Mexico, CNNfn CNNFN October 11, 2002 Friday

HUNTINGTON: Hey, Laura, why are Maytag's projections at odds so much with **Whirlpool**? We're talking industry wide here about sales growth?

CHAMPINE: Right. **Whirlpool** has been more optimistic than Maytag has been. **Whirlpool's** growth in the U.S. has been a little bit stronger than Maytag's so far this year. Ralph Hake, who is the CEO at Maytag, is a little more conservative in general. At this point, their projections are only 30 basis points apart. I think Maytag's looking for 4.7 percent growth this year. And **Whirlpool** is looking for 5 percent.

ROMANS: You mention the CEO, he's relatively new, right? I guess, how are you ranking what he's been doing there? What he has accomplished there at Maytag?

CHAMPINE: Well, as you mentioned a earlier in the program, he's up against some significant obstacles. I think it will take him several years to bring margins back to historical levels. He's done well so far. He's been with the company since July 2001.

KIERNAN: We're having a problem with our graphics. We usually like to do on the screen a disclosure about any conflicts that analysts may have. Is there anything you need to mention on Maytag as we talk about it?

CHAMPINE: No, I have no personal holdings and Morgan Keegen does not have an investment banking relationship with this company.

ROMANS: And you have this thing, let's see, rated a market perform, a hold. At what point would you suggest investors step in and buy shares of Maytag for their portfolio?

CHAMPINE: Well, it's really tough. I've got to tell you that it looks really good below \$20. Frankly, the valuation at seven times this year's earnings, and about four times this year's EBITDA, extremely attractive comparison to historical norms.

I just think we're about to hear a round of negative news from these companies, demand has been extremely choppy. My outlook for the rest of the year is not stellar when compared to 2001. So, it really is a hold. It will be good for long-term investors a year from now. The next three months I think could be rough, though.

KIERNAN: Maytag in our spotlight today as our "Stock of the Day. Laura Champine joins us from Memphis at Morgan Keegen. Thanks for being with us.

CHAMPINE: Thank you.

KIERNAN: Thanks to Chris Huntington as well.

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16 of 103 DOCUMENTS

Consumer Reports

January, 2005

## UP FRONT: News/trends/advice. MAYTAG TO COMPENSATE OWNERS OF NEPTUNE WASHERS. 2005

**SECTION:** Vol. 70, No. 1; Pg. 9 \$142

**LENGTH:** 204 words

Maytag's Neptune front-loading washer, introduced in 1997, has proven to be trouble-prone in recent years, with a repair rate significantly higher than that of any other **front-loader** brand we've rated in our annual reliability survey.

A group of Neptune owners sued Maytag, charging that their **washers** were plagued by a host of problems resulting in **mold and mildew** buildup, **odors**, and poor performance. On Sept. 10, the company announced that it is settling the class-action suit.

Maytag agreed to reimburse owners of faulty machines for repair costs, compensate for up to \$ 500 people who replaced a Neptune with another washer, or issue a voucher for \$ 200 to \$ 1,000 toward the purchase of a new Neptune Top Loader. The settlement covers any Neptune front-loaders bought from April 1, 1997, to Aug. 9, 2004. As this issue went to press, the settlement was awaiting approval by the Circuit Court for the 20th Judicial Circuit in St. Clair County, Ill.

Aside from obvious trouble signs - mold, mildew, or odors - the settlement covers machines that experience "motor control and circuit board related failure." It also covers problems concerning the door latch and a related part known as the wax motor.

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18 of 103 DOCUMENTS

Consumer Reports

February, 2005

## WASHER & DRYER UPDATE: A new spin. 2005

**SECTION:** Vol. 70, No. 2; Pg. 42**LENGTH:** 5527 words

Washday may never be the same. More and more households are switching from top-loading washers with agitators - the familiar old standbys most of us have used for decades - to top-loaders with new wash systems or front-loaders.

New-technology top-loaders and front-loaders now account for about 30 percent of purchases. That's impressive when you consider that prices usually range from about \$ 800 to \$ 1,500, at least twice the price of most conventional top-loaders with agitators.

This update has Ratings for 29 washers, including front-loaders and both types of top-loaders. Among the models added since our last full report (in June 2004) is the first full-sized washer from Bosch, the front-loading Nexxt Premium, \$ 1,350. It was very good but has a long cycle time - almost two hours - and wasn't as gentle as many models. In some of our test runs, excessive suds caused it to stop before or during the spin cycle. Because it's new, we don't have enough data to comment on its reliability.

Also new: the Fisher & Paykel Intuitive Eco, the most energy-efficient top-loader we tested and one of the more expensive, at \$ 850. Its agitator has short fins that are quite gentle in moving laundry around. The Intuitive Eco automatically selects water temperature and level, agitation, and spin speed for each load. (You can also set it manually.) It did well overall, but new survey data show that Fisher & Paykel has been among the more repair-prone brands of top-loaders.

### HOW TO CHOOSE A WASHER

For the best all-around performance, buy a front-loader. If you're willing to spend \$ 1,000 or so, we'd steer you to a front-loader. The best offer very good washing, gentle action, ample capacity, and quiet operation. (Note that you must use special low-sudsing detergent for the best results.) Front-loaders fill partially with water and spin at high speeds, reducing water use and the energy required for drying - a plus if you have high water and utility costs. Front-loaders have been around awhile, and Frigidaire, GE, Kenmore, and **Whirlpool** have good reliability records.

You need to know: Numerous readers have reported that their **front-loading washers** developed **mold** or a musty **smell**. Using chlorine bleach occasionally and leaving the door ajar should help.

Get a conventional top-loader for good performance at a modest price. While these familiar washers may not be as exciting as newer types, they're the best choice for most buyers. You can get decent **washing** for less than \$ 500, and there's a large selection of reliable brands. Top-loaders have shorter cycles than **front-loaders**.

Think twice about new-technology top-loaders. Although top-loaders with new wash systems have done well in our tests, they're not among our top picks. Our survey data show that the Kenmore Calypso was one of the more repair-prone top-loaders, and it left garments tangled and wrinkled in our tests. The GE Profile Harmony and Maytag Neptune TL are too new to have reliability data, and neither was very gentle on

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

clothes. Given the price of these three models - \$ 900 to \$ 1,300 - we'd stick with a more-proven front-loader or conventional top-loader.

Don't pay for pricey extras. The basic settings handle most needs, so don't buy a pricey washer just to get a host of water levels and dozens of cycle and setting options. Touchpads or other fancy controls don't offer any advantage over dials and push buttons. (The same applies to dryers.) A stainless-steel tub can stand up to higher spin speeds in a washer, but otherwise has no edge over plastic.

Decide whether noise is an issue. If your laundry room is near a living area, stick with a washer and a dryer judged very good or excellent for noise.

## HOW TO CHOOSE A DRYER

Ratings of 25 dryers, including 3 CR Best Buys. Also listed is the only full-sized top-loading dryer available - the Fisher & Paykel Smartload DEG1, \$ 780. Its overall score was very good, but many lower-priced dryers did better. (See Up Front, November 2004.)

The most important thing you can do to dry laundry quickly is to use an efficient washer. The more water a washer extracts in the spin cycle, the less work there is for the dryer. Choose a washer that scored very good or excellent for energy efficiency in our Ratings, indicating that it extracts a lot of moisture in the spin cycle.

You can speed drying - and more important, reduce the risk of fire - by cleaning the lint filter after every use and cleaning the ducts at least once a year. Plastic and foil ducts can sag and clog with lint, so use only rigid or flexible metal.

Insist on a moisture sensor. About half the dryers in stores and all but one model in the Ratings (the Roper) use a moisture sensor to end the auto-dry cycle when laundry reaches the desired level of dryness. (A moisture sensor doesn't affect timed cycles.) Dryers with thermostats - mostly low-cost units - may run longer than needed, which can shrink clothing.

Don't get hung up on capacity. Manufacturers describe dryer capacity with terms such as "extra large" and "super plus," but the difference doesn't matter in everyday use. Most full-sized dryers have a capacity of about 6.5 to 7.5 cubic feet, which can hold a typical wash load.

Don't pay for extra cycles. Most consumers should do fine with a choice of heat level, timed and auto-dry cycles, and a few fabric types (regular/cotton, permanent press, and delicate).

## CR Quick Recommendations

We recently updated our tests to better reflect real-life practices such as washing maximum loads and using less water for smaller loads. With our new tests, only one model was judged excellent for washing: the top-loading Maytag Neptune TL. However, it's not a Quick Pick because it uses a new wash system and doesn't yet have a track record for reliability. For the same reason, we're not including the GE Profile Harmony, which also uses a new design. Two other high-scoring top-loaders weren't chosen as Quick Picks because they're among the more repair-prone brands of washers: Fisher & Paykel and the Kenmore Calypso.

With our new, tougher scoring scheme, a washing score of very good or good would be fine for all but very soiled laundry and should satisfy many consumers. That gives you plenty of choice. There's no reason to settle for less than good washing. Five tested models that were fair for washing aren't in the Ratings: (in order of overall score) the GE WHSE5240D[WW], \$ 470; GE WHRE5260E[WW], \$ 470; Frigidaire Gallery FWS1339A[C], \$ 330; Hotpoint VWSR4150D[WW], \$ 350; and Roper RAS8333P[Q], \$ 290.

The Ratings rank models by performance. Quick Picks highlights washers you might want to consider based on how they scored and on factors such as brand reliability and price.

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

## QUICK PICKS

For best performance at a high price:

-23- Kenmore \$ 1,100

-24- LG \$ 1,030

-25- **Whirlpool** \$ 1,000

Capacious and quiet, these front-loaders were frugal with energy and water. Although we have no reliability data on LG washers, this model uses a front-loading design that has been around for years.

Good performance at modest prices:

-6- **Whirlpool** \$ 500

-12- Kenmore \$ 500

-13- **Whirlpool** \$ 380

These three conventional top-loaders got laundry clean and did well in all other tests. The **Whirlpool** (6) is discontinued, but the similar model listed should offer comparable performance.

A value if noise isn't an issue:

-11- GE \$ 300

This top loader did a good job but is rather noisy. If your laundry room is in the basement or garage, it's worth considering.

Dryers judged excellent for drying were noticeably better than lower-rated units at leaving a load damp for ironing and for drying delicates at low heat. All the tested models can hold a typical wash load. One with excellent capacity would be best for items such as comforters. Those rated excellent or very good for noise are quiet; those scoring lower could be disruptive.

All in the Ratings except the Roper have moisture sensors, which are better than thermostats at determining when laundry is dry, and extended tumble (also called cooldown), useful for reducing wrinkles.

Because there are so many models at all prices that can do a very good or excellent job drying your laundry, there's no reason to settle for lower performance. Eight models that scored only good for drying in our tests are not shown in the Ratings: (in order of overall score) the GE DWSR405EB[WW], \$ 400; Maytag Legacy Series SDE515D[W], \$ 430; Estate by **Whirlpool** TEDS840J[Q], \$ 350 (tested model is discontinued; price is for a similar model, the TEDS840P[]); Hotpoint NWSR483EB[WW], \$ 330; Fisher & Paykel DE08, \$ 400; Amana NDE7800AY[W], \$ 400; Admiral LNC7764A[W], \$ 325; and Roper REX4634K[Q], \$ 230 (discontinued; price is for similar model REX5634P[]).

The Ratings rank models by performance. Quick Picks highlights models you might want to consider



WASHER & DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

based on how they scored and on factors such as price and brand reliability.

QUICK PICKS

Spacious and superb:

-1- GE \$ 580

-4- Kenmore \$ 580

-6- Kenmore \$ 470, CR Best Buy

-7- Kenmore \$ 400

All were excellent at drying. The GE (1) was quietest. The Kenmore (7) is discontinued, but the similar 6483 should offer comparable performance.

Very good and great values; both are CR Best Buys: -10- **Whirlpool** \$ 330

-19- Frigidaire \$ 310

Both did a fine job and are quiet. The **Whirlpool** (10) holds slightly more laundry.

Expensive and large, but offers unusual capabilities: -3- Maytag (drying center) \$ 1,000 Excellent standard dryer is topped by a cabinet for air-drying wet clothes and refreshing dry garments. It's twice as tall as a standard dryer and a bit wider.

RATINGS

washers.

@ Availability. Most models at stores through June 2005.

Guide to the Ratings

Overall score is based mostly on performance, capacity, and energy efficiency. Noise, gentleness and water efficiency (not shown) are also considered. Scores are on a scale of 0 to 100: 81 to 100 is excellent, 61 to 80 is very good, 41 to 60 is good, 21 to 40 is fair, 0 to 20 is poor. Washing performance indicates how well each machine removed soil in the most aggressive normal cycle for an 8-pound load and a maximum load. Energy efficiency is based on energy needed to run the washer and to heat the water for a warm wash, and the amount of water extracted in the final spin (which reduces time in the dryer). Capacity measures how large a load each

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

machine could handle effectively. Models with high scores for gentleness are least likely to cause wear and tear to clothing. Noise was judged by panelists. Cycle time is for the normal cycle, rounded to the nearest 5 minutes. Price is approximate retail. Under brand & model, bracketed letters or numbers indicate a color code.

5 - Excellent; 4 - Very good; 3 - Good; 2 - Fair; 1 - Poor

## BRAND &amp; MODEL

## SIMILAR MODELS COMPARABLE TO TESTED MODEL.

WITHIN TYPES, IN PERFORMANCE ORDER.

-\*- INDICATES A QUICK PICK.

## TOP-LOADERS

## KENMORE (SEARS)

## ELITE CALYPSO

## FISHER &amp; PAYKEL

## MAYTAG NEPTUNE

## 2408[2]

## INTUITIVE ECO

## TL FAV9800A[WW]

## (SIMILAR MODEL)

## IWL12

Key number	1	2	3
Price (\$ )	1,300	900	850
Overall score	76	71	65
TEST RESULTS			
Washing	5	3	4
Energy efficiency	4	4	5
Capacity	5	5	3
Gentleness	3	4	4
Noise	3	5	4
Cycle time (min.)	80	70	55

## TOP-LOADERS

## GE PROFILE

## WHIRLPOOL GOLD

## HARMONY

## FISHER &amp; PAYKEL

## GSQ9669[W] -D-

## WPGT9350C[WW]

## ECOSMART GWL11

## (SIMILAR MODEL)

Key number	4	5	6--*
Price (\$ )	1,000	600	500
Overall score	63	62	60
TEST RESULTS			
Washing	4	4	3
Energy efficiency	2	4	3
Capacity	4	3	4
Gentleness	3	4	4
Noise	3	4	3
Cycle time (min.)	55	50	50

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

## TOP-LOADERS

	AMANA	GE	KENMORE (SEARS) ELITE CATALYST 2403[2] (SIMILAR MODELS)
	NAV3330A[WW]	WWRE5240D[WW]	
Key number	7	8	9
Price (\$ )	400	470	750
Overall score	58	58	58
TEST RESULTS			
Washing	3	3	4
Energy efficiency	3	2	2
Capacity	4	4	4
Gentleness	4	4	4
Noise	2	3	3
Cycle time (min.)	40	50	45

## TOP-LOADERS

	AMANA	GE	KENMORE (SEARS)
	NAV8800A[WW]	WBSR3140D[WW]	1584[2]
Key number	10	11-*-	12-*-
Price (\$ )	500	300	500
Overall score	57	57	57
TEST RESULTS			
Washing	3	3	3
Energy efficiency	3	3	3
Capacity	3	4	4
Gentleness	4	4	3
Noise	3	2	3
Cycle time (min.)	45	45	40

## TOP-LOADERS

	WHIRLPOOL	KENMORE (SEARS) ELITE 2494[2] (SIMILAR MODELS)	WHIRLPOOL GOLD GSW9650L[W] -D- (SIMILAR MODEL)
	LSW9700P[Q]		
Key number	13-*-	14	15
Price (\$ )	380	580	500
Overall score	57	55	54
TEST RESULTS			
Washing	3	3	3
Energy efficiency	3	2	2
Capacity	4	5	3
Gentleness	3	3	4
Noise	3	2	3

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

Cycle time (min.)	45	45	50
TOP-LOADERS			
	ADMIRAL	KENMORE (SEARS)	
	LNC6760[W]	2462[2]	
	(SIMILAR MODEL)	(SIMILAR MODEL)	
Key number	16	17	
Price (\$ )	300	350	
Overall score	53	52	
TEST RESULTS			
Washing	4	3	
Energy efficiency	2	2	
Capacity	3	3	
Gentleness	3	4	
Noise	2	2	
Cycle time (min.)	50	35	
FRONT-LOADERS			
		BOSCH NEXXT	KENMORE (SEARS)
	<b>WHIRLPOOL</b> DUET	PREMIUM	HE4T 4598[2]
	HT GHW9400P[W]	WFMC6400UC	(SIMILAR MODEL)
Key number	18	19	20
Price (\$ )	1,300	1,350	1,430
Overall score	80	79	79
TEST RESULTS			
Washing	4	4	4
Energy efficiency	5	5	5
Capacity	5	4	5
Gentleness	4	3	4
Noise	4	4	4
Cycle time (min.)	65	110	70
FRONT-LOADERS			
		KITCHENAID	
		SUPERBA	KENMORE (SEARS)
	LG WM2432H[W]	KHWS01PMT	HE3 4586[2]
Key number	21	22	23--
Price (\$ )	1,250	1,500	1,100
Overall score	79	78	77
TEST RESULTS			
Washing	4	4	4
Energy efficiency	5	4	4
Capacity	5	5	5
Gentleness	3	4	4

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

Noise	4	4	4
Cycle time (min.)	75	75	70

## FRONT-LOADERS

## FRIGIDAIRE

## GALLERY

## WHIRLPOOL DUET

## GLTR1670A[S]

(SIMILAR MODEL)

	LG WM2032H[W]	GHW9150P[W]	
Key number	24-**-	25-**-	26
Price (\$ )	1,030	1,000	620
Overall score	77	76	66

## TEST RESULTS

Washing	4	4	3
Energy efficiency	4	4	4
Capacity	5	5	3
Gentleness	4	4	3
Noise	4	4	4
Cycle time (min.)	80	65	60

## FRONT-LOADERS

## MIELE

## MAYTAG NEPTUNE

## TOUCHTRONIC

## MAH6500A[WW]

## SERIES W1113

## ASKO W6021

(SIMILAR MODEL)

Key number	27	28	29
Price (\$ )	1,600	1,000	900
Overall score	65	64	64

## TEST RESULTS

Washing	4	4	4
Energy efficiency	5	5	3
Capacity	1	1	3
Gentleness	4	4	3
Noise	5	4	3
Cycle time (min.)	90	120	70

-D- Discontinued, but similar model is available. Price is for similar model.

dryers

@ Availability. Most models at stores through June 2005.

## Guide to the Ratings

Overall score is based primarily on drying performance, capacity, and noise. Scores are on a scale of 0 to 100: 81 to 100 is excellent, 61 to 80 is very good, 41 to 60 is good, 21 to 40 is

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

fair, 0 to 20 is poor. Drying performance combines tests on various-sized loads of different fabric mixes. All models had enough capacity to hold our 12-pound load; higher scores indicate larger capacity. Noise reflects judgments by panelists. Price is approximate retail for electric models. Gas models typically cost \$ 50 or so more. Under brand & model, bracketed letters or numbers are color codes.

5 - Excellent; 4 - Very good; 3 - Good; 2 - Fair; 1 - Poor

## BRAND &amp; MODEL

## SIMILAR MODELS AND GAS EQUIVALENTS

## COMPARABLE TO TESTED MODEL.

## WITHIN TYPES, IN PERFORMANCE ORDER.

-\*- INDICATES A QUICK PICK.

## KENMORE (SEARS)

	GE PROFILE	HE4 8586[2]	
	DPSB620EC[WW]	GAS: HE4	MAYTAG NEPTUNE
	GAS:	9586[]	MCE8000AY[W]
	DPSB620GC[]	(SIMILAR MODELS)	GAS: MC8000A[]
Key number	1--	2	3--
Price (\$ )	580	880	1,000
Overall score	84	84	84
TEST RESULTS			
Drying	5	5	5
Capacity	5	5	5
Noise	5	5	4

## KENMORE (SEARS)

## KENMORE (SEARS)

	ELITE 6497[2]	<b>WHIRLPOOL</b> DUET	6487[2]
	GAS: 7497[]	GEW9250P[W]	GAS: 7487[]
	(SIMILAR MODELS)	GAS: GGW9250P[]	(SIMILAR MODELS)
Key number	4--	5	6--
Price (\$ )	580	800	470
Overall score	84	84	84
TEST RESULTS			
Drying	5	5	5
Capacity	5	5	5
Noise	4	4	4

## KENMORE (SEARS)

## MAYTAG NEPTUNE

	6280[2] -D-	LG DL-E5932[W]	MDE9800AY[W]
	(SIMILAR MODEL)	GAS: DL-G5932[]	GAS: MDG9800A[]
Key number	7--	8	9

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

Price (\$ )	400	800	800
Overall score	79	78	78
TEST RESULTS			
Drying	5	4	5
Capacity	5	5	4
Noise	4	4	5
	<b>WHIRLPOOL</b>	KENMORE (SEARS)	<b>WHIRLPOOL</b> GOLD
	LEQ8000J[Q]	ELITE 6408[2]	GEW9868K[Q]
	GAS: LGQ8000J[ ]	GAS: 7408[ ]	GAS: GGW9868K[ ]
Key number	10-*-	11	12
Price (\$ )	330	720	650
Overall score	78	77	77
TEST RESULTS			
Drying	4	4	4
Capacity	5	5	5
Noise	4	4	5
			GE PROFILE
	<b>WHIRLPOOL</b> GOLD	BOSCH NEXXT	HARMONY
	GEW9878J[Q] -D-	PREMIUM	DPGT750EC[WW]
	GAS: GGW9878P[ ]	WTMC6300US	GAS:
	(SIMILAR MODEL)	GAS: WTMC6500US	DPGT750GC[ ]
Key number	13	14	15
Price (\$ )	480	800	800
Overall score	77	75	75
TEST RESULTS			
Drying	5	4	4
Capacity	5	4	5
Noise	4	3	5
			KITCHENAID-
			SUPERBA
	MAYTAG NEPTUNE	KENMORE (SEARS)	ENSEMBLE
	MDE7500AY[W]	ELITE 6206[2]	KEHS01PM
	GAS: MDG7500A[ ]	GAS: 7206[ ]	GAS: KGHS01PMT
Key number	16	17	18
Price (\$ )	800	720	1,200
Overall score	75	73	73
TEST RESULTS			
Drying	5	4	4
Capacity	4	5	5
Noise	3	4	5
	FRIGIDAIRE		FRIGIDAIRE

## WASHER &amp; DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

	GALLERY	MAYTAG ATLANTIS	GALLERY
	GLER642A[S]	MDE8400AY[W]	GLEQ642A[S]
	GAS: GLR642A[ ]	GAS: MDG8400A[ ]	GAS: GLGQ642A[ ]
Key number	19--	20	21
Price (\$ )	310	570	380
Overall score	72	71	70
TEST RESULTS			
Drying	4	4	4
Capacity	4	5	4
Noise	4	5	4

	GE PROFILE		
	DPXH46EA[WW]	FISHER & PAYKEL	MIELE
	GAS: DSXH46GA[ ]	SMARTLOAD DEGXL	TOUCHTRONIC
	(SIMILAR MODELS)	GAS: DGGX1	T1303
Key number	22	23	24
Price (\$ )	450	780	1,080
Overall score	69	64	58
TEST RESULTS			
Drying	4	4	4
Capacity	4	4	1
Noise	3	3	5

	ROPER
	RES7745P[Q]
	GAS: RGS7745P[ ]
Key number	25
Price (\$ )	280
Overall score	58
TEST RESULTS	
Drying	4
Capacity	4
Noise	2

-D- Discontinued, but similar model is available. Price is for similar model.

**LOAD-DATE:** January 27, 2005

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photograph, front-runners. Front-loading washers like this Bosch Nexxt Premium, shown with its companion dryer, are gaining favor with buyers seeking top performance who are willing to pay a top price - in this case, \$ 1,350 for the washer and \$ 800 for the dryer; Photograph, all in one. Laundry centers like the Frigidaire combine a washer and dryer in one unit; Photograph, Washers, 6 **Whirlpool**; Photograph, 12



WASHER & DRYER UPDATE: A new spin. 2005 Consumer Reports February, 2005

Kenmore; Photograph, Dryer, 19 Frigidaire; 2 non-captioned graphs; 2 tables.

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27 of 103 DOCUMENTS

Buffalo News (New York)

January 28, 2007 Sunday  
FINAL EDITION

## A Maytag mold problem gets washed away

**BYLINE:** By Karen Robinson - NEWS BUSINESS REPORTER

**SECTION:** BUSINESS; News Power / Tackling Western New Yorkers' consumer complaints; Pg. C3

**LENGTH:** 586 words

Q: We're having trouble getting a **mold** problem resolved on our \$1,000 Maytag Neptune **front-load washer** that we bought from the Sears, Roebuck and Co.'s McKinley Mall store three years ago.

We had purchased all new appliances from the store, and after about nine months, noticed that the washer had developed a serious **mold and mildew** problem around the door's rubber seal.

When we contacted Maytag, we were told that there was a recall for this problem, but that we had missed the filing deadline because the recall period had expired (which was one week after my purchase). We were not notified of the recall and Maytag refused to repair my machine, even though they have a new anti-bacterial seal with special drainage.

I then went to the Sears store to explain the problem. Sears denied responsibility after we also called them, and said it was Maytag's responsibility. My wife let it go for a while, and simply attempted to clean the machine, but the problem kept recurring.

The washer had a one-year warranty, which has expired. Numerous calls were made, trips to the store were made and the problem is still unresolved.

All we want is the gasket replaced. I'm sure it would be at minimal expense to them. Considering we spent over \$5,000 on the appliances, I don't think we are asking too much.

-- Frank Avery, Derby

A: Everyone seems to be blaming everyone in this matter, but when we contacted Sears' corporate office, the company went out of its way to accommodate you and fix the problem the same day we spoke with Shirley Bicknell, Sears' field support manager who troubleshoots consumer problems.

We called Bicknell on Jan 18. and Sears had a service technician at your home that afternoon.

Bicknell also looked up your account immediately, and found no records of you ever having contacted Sears about the mold problem, despite your insistence otherwise. Instead, she found records of other appliances you had called Sears about during the last two years, but nothing logged regarding the washer.

"We never took a call," she insisted. "They never even gave us a chance to come out. If they would have called us right away, when they first noticed it, we would have come out from the very beginning and fixed it for nothing."

You dispute that, saying you had contacted the Sears' 800 customer service number and that your wife

A Maytag mold problem gets washed away Buffalo News (New York) January 28, 2007 Sunday

was told to clean the seal with bleach.

It's important to note that Bicknell said that the washer you purchased was never recalled. That explains why you never received any notification about it. And any recalls would be handled directly by the manufacturer -- in this case, Maytag, she said.

Bicknell told us that the service technician replaced the baffle (seal) on your washer at no charge and advised you about preventative maintenance for the appliance. The parts and labor, which would have run about \$180.73 total, was done for free.

"They put in a different type of seal and it shouldn't be a problem," Bicknell said. "A lot will be preventative maintenance. You do have to clean around the seal periodically. If you read the owner's manual, you have to clean the seal. My daughter-in-law has the same machine and doesn't have any problems."

As long as you take the extra steps needed for this type of machine, it sounds like it shouldn't be a problem any longer.

Have a consumer problem? Send a letter summarizing your problem to News Power, The Buffalo News, P.O. Box 100, Buffalo, N.Y., 14240. Attention: Karen Robinson. Please include a phone number. Or e-mail: [newspower@buffnews.com](mailto:newspower@buffnews.com)

**LOAD-DATE:** January 29, 2007

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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28 of 103 DOCUMENTS

News-Journal (Daytona Beach, Florida)

February 1, 2007 Thursday  
Final Edition

## Washing machines come clean Choices vary; decisions hard

**BYLINE:** VALERIE WHITNEY - BUSINESS WRITER

**SECTION:** SECTION B; Pg. 1B

**LENGTH:** 851 words

Seven years after buying our house, the washing machine the previous owner left conked out.

We couldn't complain since the machine was just about 14 years old.

And, of course, 14 years is the average useful life of a top-loading machine, according to a survey by the Association of Home Appliance Manufacturers. Useful life is defined as when a machine cannot be repaired or costs too much to repair.

When we went shopping for a new machine we found a lot more choices thanks to technology. With a new energy standard that went into effect this year, 2007 models are 35 percent more energy efficient than last year. There also are those with the Energy Star label, which mean they use 50 percent less energy per load.

While top loaders remain the most popular with consumers, during the past seven years more people have decided to give front-loading machines a try, according to industry officials and local store owners.

We don't get into brands, We try to stay neutral but front loaders are certainly gaining in popularity," said Jill Notini, spokeswoman for the Washington, D.C.-based home appliance trade association.

The top four brands, identified as GE, Kenmore, Maytag and **Whirlpool**, account for about 80 percent of all washing-machine sales, according to Consumer Reports. The magazine also identified a number of imports, including Askø and Miele from Europe, Fisher & Paykel from New Zealand, LG and Samsung from Korea, and Haier from China.

The trade association does track the number of machines headed for the marketplace. In 2005, front loaders accounted for 25 percent of the inventory, up from about 7 percent in 2001, Notini said in a telephone interview this week.

About 15 percent of U.S. homes have front-loading washing machines, she said.

Compared to top loaders, front loaders save money," said Dave Cheezum, manager at the John's Appliance City on Beville Road in South Daytona.

Traditional top loaders fill the tub with water and then agitate the clothing. They use more water than front loaders and require more energy to heat the water. They also extract less water from the laundry during the spin cycle, which results in longer drying time.

Consumers who don't want to give up the ease of using a top loader now have another option in

Washing machines come clean Choices vary; decisions hard News-Journal (Daytona Beach, Florida)  
February 1, 2007 Thursday

top-loading machines with a disc in the bottom that lifts and tumbles the laundry. These machines wash better than traditional models and generally have a larger capacity.

Mike Wheeler, store manager for Atchley Appliance & TV in Ormond Beach, said his customers like the extra capacity in new top loaders such as the **Whirlpool** Cabrio HE. It has 4.5 cubic feet of space compared with the 3.2 cubic feet found in most traditional top loaders, he said.

These hybrids, however, are not cheap. Some retail for around \$1,000.

Front-loading machines, on the other hand, get clothes clean by tumbling them in the water. They fill only partially with water and then spin at high speeds. Most handle between 12 and 20 pounds of laundry.

More efficient top-loaders save energy, but front-loaders still tend to provide the best of everything when it comes to efficient washing," says an article by Consumers Reports at Shopping.msn.com.

Consumers, however, can expect to pay more for a front-loading machine. Prices for brand-new machines start at around \$800 and go up depending on the features. One manufacturer, for example, offers a luxury front loader that has two steam cycles, one for preparing clothes for ironing and the other for sanitizing them. It costs around \$1,600.

A new top-loading machine can be had for about \$400.

In a few years you make up the difference (in cost) quickly," Cheezum said, in savings on energy cost and water on the initial outlay for a front loaders.

Wheeler agreed. He also noted most customers who purchase the front loaders usually purchase the stand available for an additional fee. By placing the machine on the stand, consumers don't have to bend as much when using the machines.

Front loaders, meanwhile, have had problems. In September 2004, Maytag issued a settlement in response to several class-action lawsuits regarding its older Neptune model. Consumer Reports said owners were having mechanical and electronic problems, and some were having problems with water drainage and **mold**.

The manufacturer reportedly has fixed the problems and made the improvements.

#### Washer Buying Tips

In the market for a new **washing** machine? Here are a few tips that may help: \*For best high-end performance, go with a **front loader** if you can afford it. But, if you want a less expensive machine that's decent across the board, consider a familiar top-loader. \*Decide if noise is an issue. If you plan to install a washer in a laundry room near the kitchen or a bedroom, look at one judged very good or excellent for noise. \*Weigh the value of pricey extras. The more features a washer has, the more it usually costs. The basic cycles and settings can handle most washing needs. \*If you are looking at a set, choose the washer first. In fact, there is no need to match a washer and a dryer. If your old dryer works fine, keep it.

SOURCE: Consumer Report

**LOAD-DATE:** July 30, 2007

**LANGUAGE:** ENGLISH

**GRAPHIC:** Caption: Marvin Stokes, 69, of Port Orange, left, is helped by salesman Michael Tait at John's Appliance City in South Daytona on Monday. Stokes is in charge of the laundry in his house and wants to be sure to buy the right machine. News-Journal/ JUSTIN YURKANIN

**JOURNAL-CODE:** DBNJ

Washing machines come clean Choices vary; decisions hard News-Journal (Daytona Beach, Florida)  
February 1, 2007 Thursday

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42 of 103 DOCUMENTS

Chicago Tribune

August 10, 2007 Friday  
West Edition

## Do 'energy-efficient' appliances live up to their billing?

**BYLINE:** By Sara Schaefer Munoz, The Wall Street Journal

**SECTION:** NEW HOMES ; ZONE W; Pg. 1

**LENGTH:** 1271 words

Jeanine Van Voorhees wanted to do her part for the environment when she bought a \$1,000 energy-saving washing machine. But her clothes came out covered in cat hair and her whites were dingy. She resorted to washing some loads twice.

"I curse that machine every time," says Van Voorhees, a retired nurse practitioner from North Tonawanda, N.Y.

Amid concerns about energy consumption, Americans are increasingly encouraged to buy energy-efficient appliances. But while some of the latest products can offer significant energy and water savings, they can be double the price -- or have kinks that can result in clothes and dishes needing to be washed twice.

Still, water and energy bills are on the rise in many areas, and appliance-makers are increasing their offerings of low energy-use products.

A few months ago, Sears Holdings Corp. unveiled a new line of high-efficient appliances, including the Kenmore Elite Ultra Wash dishwasher that promises to use about half the water of a standard one.

General Electric Co. this year rolled out several new energy-efficient refrigerators, such as the Profile French Door Bottom Freezer Refrigerator that uses at least 15 percent less energy.

Companies such as Bosch and Siemens Home Appliances Group and LG Group have stepped up their offerings of front-load washing machines, which have doors in the front and can accommodate bigger loads but save on water.

An efficient refrigerator won't command much of a premium, but energy-saving dishwashers and clothes washers can go for double the price of standard models.

According to the NPD Group, a market-research firm in Port Washington, N.Y., the demand for Energy Star products has fallen slightly in the past year. Approximately 52 percent of all dishwashers, refrigerators and washing machines sold in the 12 months ended in May were Energy Star qualified, compared with 54 percent in the year-earlier period.

Energy Star is the government labeling program for products that meet energy-efficient criteria. Sales of major appliances were \$22.4 billion in 2006, flat compared with 2005, according to NPD.

But, environmental advocates point out that the biggest energy sucks aren't washing machines and dishwashers. Many consumers don't realize that an energy-guzzling plasma TV can offset the energy

Do 'energy-efficient' appliances live up to their billing? Chicago Tribune August 10, 2007 Friday

savings of kitchen appliances.

A conventional TV consumes about 130 watts of power per hour, while a 42-inch plasma consumes more than twice as much, or around 350 watts per hour, according to Tom Reddoch, manager of energy use for the Electric Power Research Institute, a Palo Alto, Calif., nonprofit organization that promotes the adoption of energy-efficient practices.

One of the largest energy-savings measures is replacing light bulbs with compact fluorescent bulbs, which use about 75 percent less energy than standard bulbs.

Still, government and local utilities are stepping up incentives to get consumers to shell out more for energy-efficient appliances in an effort to ease the burden on regional grids and water supplies.

Pacific Gas & Electric Co., which serves 15 million people in California, this year raised its rebates to \$75 for clothes washers and \$50 for dishwashers that meet certain efficiency standards. The federal government offers up a \$300 tax credit for those who install energy-efficient air conditioning and heating systems.

But before buyers hit the showroom floor, consumer advocates point out there a few things they should consider.

While most energy-saving appliances perform well, some can pose problems. For example, many consumers don't know they need to use high-efficiency soap or half the amount of regular detergent with **front-loading clothes-washers**.

These can use as much as 70 percent less water than top-loaders, but regular detergent creates extra suds in this type of **washer**, and is tougher to rinse. Also, the machine senses the suds and uses extra water, offsetting savings.

Also, some people who bought **front-loaders** have complained of drainage problems that cause **mold** build-up around the edge of the opening and a foul **smell**.

Several years ago, owners of a Maytag front-loader, the Neptune, filed a lawsuit due to issues with the machines, including **mold** growth and door latch problems. The company settled the suit in 2005 and agreed to cover repair and replacement costs, according to Jonathan Shub, a lead counsel on the case.

**Whirlpool** Corp., which now owns Maytag, and Sears said **mold** build-up in **front-loaders** is minor, and urges consumers to take preventive steps, such as cleaning the drum and door seal periodically or leaving the door open when the **washer** isn't in use.

**Front-load** machines use less water because they cycle the clothes through water at the bottom, whereas top-load machines fill the entire drum with water. Front-loaders also save energy because they dry clothes better in the spin cycle, so clothes need less time in the dryer.

It isn't just some water-saving front-loaders that have problems.

Researchers at Consumer Reports recently found that some traditional, top-loader washers, including the Sears Kenmore 2783(1), the **Whirlpool** WTW5840S(W), and the Frigidaire Gallery GLWS1339E(C), fail to get clothes clean in the wake of new, government-mandated energy-saving standards for all washers that went into affect in January.

"Consumers can't take it for granted any more that any old washing machine will clean their clothes," says Mark Connelly, senior director of appliance testing for Consumer Reports.

**Whirlpool** and Sears said the washers were tested on a regular wash cycle, when they should have been run on a heavy-duty cycle. Officials for AB Electrolux's Frigidaire said no one at the company was available to comment.



Do 'energy-efficient' appliances live up to their billing? Chicago Tribune August 10, 2007 Friday

The Department of Energy says complaints about front-load and low-water washers are limited and said the issues seem to be model-specific rather than a problem with the energy-saving technology.

Water-saving dishwashers, too, can have drawbacks. Energy-efficient dishwashers often don't use hot air to dry the dishes, though they may have a "heat-dry" option. No heat can make the cycle longer or leave glasses spotty, say consumer advocates and retailers.

Appliance experts suggest adding a rinse agent, such as Jet Dry, which prevents water from beading and causing marks. This, however, adds another step and additional chemicals to the process.

Owners also shouldn't rinse their dishes before putting them in a water-efficient dishwasher. That is because most of the new products are equipped to handle bits of food and rinsing dishes beforehand can negate the water savings.

But some stubborn foods, like eggs or oatmeal, can still get stuck on dishes.

Some of the latest dishwasher models, like Sears's Ultra Wash, aim to address that problem by using better water coverage and putting in more finely tuned sensors to determine dishes' dirtiness and adjust water flow accordingly.

Energy-efficient builders and energy-saving advocates advise that if people want to upgrade to energy-efficient appliances, they should focus first on refrigerators, because unlike a dishwasher or clothes washer, they run all the time.

Air conditioning units, too, tend to be big energy hogs. Cooling accounts for 11 percent of total energy use in the average home, and refrigerators and freezers account for 8 percent, according to government data compiled by the American Council for an Energy-Efficient Economy, a nonprofit group in Washington, D.C.

The energy used doing laundry and dishes combined accounts for just 5 percent, according to the council. However, in areas where water is a big cost, a water-saving washer or dishwasher may be a preferable investment.

**LOAD-DATE:** August 10, 2007

**LANGUAGE:** ENGLISH

**NOTES:** THE SMART HOME

**GRAPHIC:** Photo (color): Front-load machines save energy because they dry clothes better in the spin cycle, so clothes need less time in the dryer.

Photo (color): Before you hit the appliance showroom floor, consider that while most energy-saving appliances perform well, some can pose problems. AP photo  
Photo(s)

**PUBLICATION-TYPE:** Newspaper

47 of 103 DOCUMENTS

Chicago Tribune

January 17, 2008 Thursday  
Chicago Final Edition

## 5 neat products

**BYLINE:** Tribune wire services**SECTION:** YOUR PLACE ; ZONE C; Pg. 3**LENGTH:** 561 words

### 1. A clean machine

It stands to reason that the detergent and bleach used to launder dirty clothes should scour the machine at the same time. Apparently, the same technology that makes high-efficiency **washers** more eco-friendly can turn them into breeding grounds for **mold and mildew**.

High-efficiency top- and **front-loading** machines use less water. That means more dirt and detergent are left behind over time.

Appliance manufacturers recommend a monthly maintenance and cleaning routine to purge and prevent washing machine gunk and detergent built-up. Affresh tablets are the solution offered by the **Whirlpool** Corp. The tablets smell and act like lemon-flavored Alka-Seltzer. Makers say they break down residue inside the machine, allowing it to be rinsed away. A really smelly machine may require more than one tablet.

A three-tablet pack of Affresh is \$6.99 at **whirlpool.com**, Best Buy and Home Depot.

### \ 2. Speedy bath sealant

One of the drawbacks of caulking a shower or sink is having to wait a day or more to use it. Avon's Henkel Corp. speeds up the process with Polyseamseal EST Speed Seal. The silicone kitchen and bath sealant dries in two hours. It forms a flexible, watertight seal and resists mold and mildew. The product comes in white or clear. A 10-ounce cartridge sells for \$7.98 at Lowe's.

### \ 3. Paint locks in color

Benjamin Moore's new Aura interior paint promises to yield truer colors, a washable finish and invisible touch-ups.

The acrylic paint uses a technology called ColorLock that embeds the pigment in a binding agent, producing a surface that resists water, stains and fading and won't rub off. The paint received a 2007 Best of What's New Award from Popular Science magazine. The paint requires no more than two coats, dries fast and is low in volatile organic compounds. It's available in matte, eggshell and satin sheens, all of which are washable.

Aura is available from Benjamin Moore retailers, which can be found on its Web site, [www.benjaminmoore.com](http://www.benjaminmoore.com). Suggested retail price is \$54.95 a gallon.

### \ 4. Grab stripped screws

5 neat products Chicago Tribune January 17, 2008 Thursday

The ProGrabIt makes it easier to remove stripped screws or broken bolts from any material.

The extractor tool works with a reversible drill to remove screws of every size and configuration. One end of the ProGrabIt bit drills out a cone-shaped depression in the screw, and the other end has serrated edges that bite into the screw and back it out. A self-centering tip prevents the drill bit from wandering. The tool can even be used to remove a free-spinning screw or one with a broken-off head.

The ProGrabIt is made by Alden Corp. A set of three extractor bits in various sizes sells for \$19.95 at Home Depot or \$23.95 at online retailer [www.BubbaDeals.com](http://www.BubbaDeals.com).

\ 5. One tough glue

With tiny rubber particles, Gorilla Super Glue's Impact-Tough Formula helps projects resist bumps, bangs and drops.

The rubber particles make for a less-brittle bond, so repairs to glass, wood, metal, ceramics and most plastics have slightly more flexibility than traditional super glues. Gorilla's Impact-Tough Formula dries in 15 to 30 seconds. Most repairs require a small amount of glue -- one drop per square inch -- and no clamping. Items can be handled five minutes after the glue has been applied; 24 hours is required for complete curing.

A two-pack of 3-gram tubes is less than \$4 at department stores, hardware stores and home centers.

**LOAD-DATE:** January 17, 2008

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photo (color): Polyseamseal's fast-drying caulk permits use in two hours.\ Photo (color): The Pro GrabIt makes removing damaged screws a snap.  
Photo(s)

**PUBLICATION-TYPE:** Newspaper

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48 of 103 DOCUMENTS



Consumer Reports

February 2008

## WASHERS & DRYERS: Performance for less.

**SECTION:** Pg. 45 Vol. 73 No. 2

**LENGTH:** 5506 words

What a difference a year makes. Our latest tests found budget-friendly washers, including a \$400 top-loader, that cleaned as well as the \$1,500 front-loader at the top of our Ratings.

That's in stark contrast to the top-loading washers we tested last year, some of which were mediocre performers, as manufacturers struggled with new energy standards. Improvements include midwash soaking and more aggressive agitation. Two top-loaders, a \$480 GE and a \$400 Estate, also have short cycle times. But they still use more energy and water than front-loaders.

More front-loaders are also hitting the market under the \$1,000 mark as manufacturers widen their product lines. A \$650 Frigidaire Gallery front-loader, a CR Best Buy, is efficient and gentle on your clothes.

Manufacturers are still pushing pricier models with features such as steam settings, fancy drums, sleeker styling, and even germ-fighting silver technology. But as we found in our tests of 20 front- and 22 top-load washers and 39 dryers, some of those extras aren't worth the money. Here are the details:

Steam settings on the rise. Three front-loaders, the Kenmore Elite HE5t Steam, **Whirlpool** Duet Steam, and LG Tromm Steam Washer, have steam modes that claim to boost cleaning, sanitize fabrics, and remove stains. Such settings did better at removing stains - the LG's, less so - but the models cleaned well even when we didn't use the steam.

We also tested the steam settings of Kenmore's and **Whirlpool's** matching dryers. Both use a water hookup and heat to get rid of wrinkles and odors, and they mostly did so with the shirts we tested. But the steam mode allows only up to four garments per load. Another wrinkle: At \$1,100-plus, those dryers cost about twice as much as our Best Buys.

Novel designs fall short. Miele's front-loader has a tub with a honeycomb design that's billed as gentler on clothes. But the \$1,900 Miele was only middling for gentleness. Staber's \$1,300 **washer**, the priciest top-loader we tested, requires that you load clothes through the top into a chamber that spins like a **front-loader**. Yet that design significantly reduces capacity.

Silver technology under scrutiny. Samsung's SilverCare front-loaders release silver ions into the water to fight germs. Our test loads of clothes worn after we washed them in one such Samsung (since discontinued)

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

suggested that the silver might slow growth of **odor**-causing bacteria. But the U.S. Environmental Protection Agency has determined that silver in wastewater could harm aquatic life and told us that Samsung is expected to submit data to prove the technology can be used without unreasonable risks.

## HOW TO CHOOSE

Front-loaders, because of their higher spin speeds, might vibrate too much for living spaces. Also, some newer units are deep, so measure carefully if your washer and dryer are in a tight location. Other points to keep in mind:

Top- or front-load washer? With better, more efficient performance, front-loaders spin out more water, so clothes dry more quickly. But they still cost more and have longer cycles. The best high-efficiency top-loaders are improving wash performance, though conventional top-loaders, while typically less adept at washing, cost much less and have shorter cycles.

Amortize costs. Washer and dryer owners tend to keep their units 10 to 13 years, says a study by the National Association of Home Builders. So high-efficiency models can end up costing the same as or less than standard models. Our Ratings for energy and water efficiency show the most-efficient models.

Be choosy about features. Auto temperature control gives you consistent water temperature and wash performance on a given setting. Automatic dispensers release detergent, bleach, or softener when needed. Extended-spin cycles don't extract much additional water. In general, you might never need more than four or five wash cycles. Porcelain tops are more durable and scratch-resistant, but they're pricey. Color adds pizzazz but costs about \$100 more per unit when available.

Don't assume you should replace your dryer if you buy a new washer. But most newer dryers have moisture sensors that automatically stop the dryer when the laundry is dry. If a unit doesn't specify whether it has a sensor, look for bare-metal bands in the drum. Also consider a dryer that lets you lower or mute the volume of an end-of-cycle signal.

Skip extended warranties. Our survey data show that major appliances tend not to break during the typical extended-warranty period. When they do, repairs tend to cost about the same as the warranty. Instead, check whether buying with your credit card extends the manufacturer warranty.

### CR Quick Recommendations

Great washing isn't assured, especially in top-loaders, so check our wash performance Ratings. Each improvement in energy-efficiency Ratings, from good to very good, for instance, cuts an average of \$10 to \$20 from your annual energy costs. More-efficient washers also extract more water from each load, shortening the drying time. The higher the capacity, the fewer loads you'll need to do. And the shorter the cycle, the more chance you could finish multiple loads in an evening.

Note that some users of **front-loading washers** have experienced **mold or mildew** problems from water remaining in the door seal. Check the manual for guidance, or leave the door open for an hour or so after every wash session.

Our Ratings rank washers, within types, by overall score. Quick Picks lists high-value models from reliable brands.

## QUICK PICKS

For fine performance and efficiency:

**-2- LG \$900**

-7- Frigidaire \$650, CR Best Buy

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Both washing machines cleaned clothes very well. The LG holds more clothes and was gentler on them, but the Frigidaire is faster, taking 30 minutes less than the LG to wash a load on similar cycles.

Best if your budget is tight:

-26- GE \$480, CR Best Buy

-35- Estate \$400

For hundreds less than the best high-efficiency top-loaders, these top-loaders were very good at washing and were reasonably efficient. The GE has a stainless tub and a fabric-softener dispenser. The Estate was a bit gentler on clothes. Although we lack repair-history data for Estate, it's made by **Whirlpool**, a reliable brand. Both models were relatively noisy.

Most dryers we tested scored at least very good for drying performance. Those that scored excellent were better at drying delicate clothes at low temperatures and leaving loads damp enough to iron.

Our Ratings rank dryers by overall score. Quick Picks lists high-value models from reliable brands.

**QUICK PICKS**

For top drying at moderate prices; both are CR Best Buys:

**-4- GE \$650**

**-9- GE \$500**

Both cost hundreds less than other high-scoring models and have moisture sensors, which shut off the machine when laundry is dry, saving energy and preserving clothes. The GE (4) has a monitor that shows drying progress. The (4) has push buttons and rotary dials; (9), only dials. Both dryers let you adjust or mute the volume of their end-of-cycle signals - helpful if close to bedrooms - though (9) is the noisier of the two.

**RATINGS**

washers.

\* Availability. Most models at stores through June 2008.

Guide to the Ratings Overall score denotes mainly performance, capacity, and energy efficiency. Scores are on a scale of 0 to 100: 81 to 100 is excellent, 61 to 80 is very good, 41 to 60 is good, 21 to 40 is fair, 0 to 20 is poor. Washing performance is a normal or heavy-duty cycle for an 8-pound and a maximum load. Energy efficiency is based on energy needed to run the washer and heat the water for a warm wash, and the water extracted in the final spin. Water efficiency is based on total water used to run each model's 8-pound and maximum loads. Capacity measures the size load a washer can effectively handle. Models with high scores for gentleness are least likely to cause wear and tear to clothing. Noise was judged by panelists. Cycle time is rounded to the nearest 5 minutes. Price is approximate retail. The overall score of previously tested models might differ from earlier reports because of changes in scoring procedures.

5 - Excellent; 4 - Very good; 3 - Good; 2 - Fair; 1 - Poor

BRAND & MODEL

SIMILAR MODELS ARE COMPARABLE TO TESTED MODEL.

WITHIN TYPES, IN PERFORMANCE ORDER.

-\*- INDICATES A QUICK PICK.

FRONT-LOADERS. THESE OFFER THE TOP  
PERFORMANCE AND EFFICIENCY OVERALL BUT

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

## REQUIRE LOW-SUDSING DETERGENT.

	LG TROMM		WHIRLPOOL DUET
	STEAMWASHER		STEAM
	WM2688H]WM(	LG WM0642H]W(	WFW9600T]W(
Key number	1	2--	3
Price (\$)	1,500	900	1,600
Overall score	81	81	81
TEST RESULTS			
Washing	4	4	5
Energy efficiency	5	5	4
Water efficiency	5	5	5
Capacity	5	5	5
Gentleness	4	5	3
Noise	4	4	4
FEATURES			
Auto temp.			
control	@	@	@
Cycle time (min.)	70	95	95

## FRONT-LOADERS (CONT.)

	MIELE	KENMORE (SEARS)	KENMORE (SEARS)
	TOUCHTRONIC	ELITE HE5T	ELITE HE5T
	W4840	STEAM 4778]1(	4708]1(
Key number	4	5	6
Price (\$)	1,900	1,600	1,300
Overall score	81	80	78
TEST RESULTS			
Washing	5	5	5
Energy efficiency	5	4	4
Water efficiency	5	5	5
Capacity	5	5	5
Gentleness	3	2	2
Noise	5	4	4
FEATURES			
Auto temp.			
control	@	@	@
Cycle time (min.)	100	100	105

## FRONT-LOADERS (CONT.)

	FRIGIDAIRE		
	GALLERY		SAMSUNG
	GLTF2940F]S(		WF203AN]W(
(SIMILAR MODELS)	LG WM2016C]W(		

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Key number	7--	8	9
Price (\$)	650	800	800
Overall score	78	78	78
TEST RESULTS			
Washing	4	4	4
Energy efficiency	5	4	4
Water efficiency	4	5	5
Capacity	4	5	5
Gentleness	4	5	5
Noise	4	4	4
FEATURES			
Auto temp.			
control	@	@	
Cycle time (min.)	65	90	75

## FRONT-LOADERS (CONT.)

		WHIRLPOOL DUET	BOSCH NEXXT 500
	MAYTAG EPIC	HT WFW9400S]W(	SERIES
	MFW9700S]Q(	(SIMILAR MODEL)	WFMC330]1(UC
Key number	10	11	12
Price (\$)	900	1,200	1,050
Overall score	77	77	77
TEST RESULTS			
Washing	4	5	4
Energy efficiency	4	4	5
Water efficiency	4	4	5
Capacity	5	5	4
Gentleness	4	2	4
Noise	4	4	4
FEATURES			
Auto temp.			
control	@	@	@
Cycle time (min.)	70	105	80

## FRONT-LOADERS (CONT.)

		FRIGIDAIRE	
	BOSCH NEXXT 800	AFFINITY	KENMORE (SEARS)
	SERIES	ATF8000F]S(	HE2T 4756]1(
	WFMC840]1(UC	(SIMILAR MODELS)	(SIMILAR MODEL)
Key number	13	14	15
Price (\$)	1,300	800	900
Overall score	77	76	73
TEST RESULTS			



## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Washing	4	3	4
Energy efficiency	5	5	4
Water efficiency	4	5	4
Capacity	4	4	5
Gentleness	2	4	4
Noise	4	3	3

## FEATURES

Auto temp.

control	@	@	@
Cycle time (min.)	105	55	95

## FRONT-LOADERS (CONT.)

## BOSCH NEXXT 100

	LG	SERIES	SPEED QUEEN
	WM2277H]W(	WFMC100]1(UC	CTSA0A]W(N
Key number	16	17	18
Price (\$)	1,000	850	1,400
Overall score	73	73	71

## TEST RESULTS

Washing	3	3	3
Energy efficiency	5	4	4
Water efficiency	4	5	5
Capacity	5	4	4
Gentleness	4	5	5
Noise	3	4	3

## FEATURES

Auto temp.

control	@	@	
Cycle time (min.)	75	100	50

## FRONT-LOADERS (CONT.)

## KENMORE (SEARS)

## HE2 PLUS WHIRLPOOL DUET

	4751]2(	SPORT	
	(SIMILAR MODEL)	WFW8300S]W(	
Key number	19	20	
Price (\$)	800	800	
Overall score	70	69	
TEST RESULTS			
Washing	3	3	
Energy efficiency	5	4	
Water efficiency	4	3	
Capacity	4	4	

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Gentleness	4	4
Noise	3	3

## FEATURES

Auto temp.

control	@	@
Cycle time (min.)	70	70

TOP-LOADERS. THE MOST AFFORDABLE TYPE,  
ON AVERAGE. MODELS WITHOUT AGITATORS  
ARE FOOTNOTED.

**WHIRLPOOL**

	MAYTAG BRAVOS	CABRIO HE	FISHER & PAYKEL
	MTW6600T]Q( -1-	WTW6600S]W( -1-	AQUASMART
			WL26CW1 -1-
Key number	21	22	23
Price (\$)	950	1,000	900
Overall score	75	74	74

## TEST RESULTS

Washing	5	4	4
Energy efficiency	4	4	4
Water efficiency	3	3	5
Capacity	5	5	4
Gentleness	3	4	3
Noise	4	4	4

## FEATURES

Auto temp.

control	@	@	@
Cycle time (min.)	60	55	55

## TOP-LOADERS (CONT.)

## GE PROFILE

	<b>WHIRLPOOL</b>	HARMONY	
	CABRIO	WPJT9360E]WW(	GE
	WTW6200S]W(	-1-	WJRE5500G]WW(
Key number	24	25	26-*
Price (\$)	700	950	480
Overall score	69	65	64

TEST RESULTS

Washing	3	4	4
Energy efficiency	4	3	3
Water efficiency	1	3	3
Capacity	5	4	4
Gentleness	4	2	3

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Noise	4	4	3
FEATURES			
Auto temp.			
control	@	@	@
Cycle time (min.)	50	55	45

## TOP-LOADERS (CONT.)

	KENMORE (SEARS) 2884]2(	FISHER & PAYKEL INTUITIVE IWL16	GE PROFILE WPRE6150H]WT(
Key number	27	28	29
Price (\$)	550	800	620
Overall score	64	63	63
TEST RESULTS			
Washing	5	3	4
Energy efficiency	2	5	3
Water efficiency	3	3	4
Capacity	5	3	4
Gentleness	2	4	3
Noise	3	4	3

## FEATURES

Auto temp.			
control	@	@	@
Cycle time (min.)	60	50	50

## TOP-LOADERS (CONT.)

	MAYTAG MTW5800T]W( (SIMILAR MODELS)	WHIRLPOOL WTW5800S]W( (SIMILAR MODEL)	AMANA NTW5700T]Q(
Key number	30	31	32
Price (\$)	500	550	500
Overall score	63	61	60
TEST RESULTS			
Washing	4	4	3
Energy efficiency	3	2	3
Water efficiency	3	3	3
Capacity	5	5	4
Gentleness	5	3	4
Noise	3	3	3

## FEATURES

Auto temp.			
control	@	@	@
Cycle time (min.)	45	55	45

## TOP-LOADERS (CONT.)

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

	KENMORE (SEARS)		
	2872]2(	STABER HXW2304	ESTATE
	(SIMILAR MODEL)	-2-	ETW4400T]Q(
Key number	33	34	35--
Price (\$)	550	1,300	400
Overall score	60	60	58
TEST RESULTS			
Washing	3	3	4
Energy efficiency	2	4	3
Water efficiency	4	5	3
Capacity	5	2	4
Gentleness	4	4	4
Noise	3	3	3
FEATURES			
Auto temp.			
control	@		@
Cycle time (min.)	50	55	35

## TOP-LOADERS (CONT.)

	GE		
	WHDRR418G]WW(	GE	HOTPOINT
	(HOME DEPOT)	WWSE5240G]WW(	VWSR4160G]WW(
Key number	36	37	38
Price (\$)	450	430	400
Overall score	57	52	51
TEST RESULTS			
Washing	3	3	3
Energy efficiency	3	3	3
Water efficiency	2	2	2
Capacity	4	3	2
Gentleness	3	2	3
Noise	3	3	3
FEATURES			
Auto temp.			
control		@	
Cycle time (min.)	40	45	40

## TOP-LOADERS (CONT.)

		KENMORE (SEARS)	
	HAIER GENESIS	WHIRLPOOL	2742]2( -D-
	GWT900A]W( -1-		WTW5300S]Q(
	(SIMILAR MODELS)		
Key number	39	40	41

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Price (\$)	900	350	400
Overall score	50	49	46
TEST RESULTS			
Washing	3	3	2
Energy efficiency	2	3	3
Water efficiency	2	2	2
Capacity	3	3	4
Gentleness	1	4	3
Noise	4	3	2
FEATURES			
Auto temp.			
control	@		@
Cycle time (min.)	55	40	40

## TOP-LOADERS (CONT.)

FRIGIDAIRE	
FWS1233F]S(	
Key number	42
Price (\$)	350
Overall score	38
TEST RESULTS	
Washing	2
Energy efficiency	3
Water efficiency	2
Capacity	2
Gentleness	4
Noise	2
FEATURES	
Auto temp.	
control	
Cycle time (min.)	30

-D- Discontinued, but similar model is available. Price is for similar model.

-1- These top-loaders have no center-post agitators and are often called "high-efficiency," or HE, washers; they require low-sudsing detergent. -2- Rotates horizontally like a front-loader but loads from top.

dryers.

\* Availability. Most models at stores through June 2008.

Guide to the Ratings Overall score is based mainly on drying performance, capacity, and noise. Scores are on a scale of 0 to 100: 81 to 100 is excellent, 61 to 80 is very good, 41 to 60 is good, 21 to 40 is fair, 0 to 20 is poor. Drying combines tests on loads of various sizes and fabric mixes. All models had enough capacity to hold our 12-pound load; higher scores indicate larger capacity. Noise reflects panelists' judgments. Price is approximate retail for electric models; most gas models are \$40 to \$80 more. Bracketed

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

letters or numbers under brand & model are color codes. The order of previously tested models might differ from earlier reports because of changes in scoring procedures.

5 - Excellent; 4 - Very good; 3 - Good; 2 - Fair; 1 - Poor

## BRAND &amp; MODEL

SIMILAR MODELS COMPARABLE TO TESTED MODEL.

WITHIN TYPES, IN PERFORMANCE ORDER.

-\*- INDICATES A QUICK PICK.

	LG DLE5977]W( GAS: DLG5988]((	KENMORE (SEARS) ELITE HE5 STEAM 8772]1( GAS: 9772](( (SIMILAR MODEL)	GE PROFILE HARMONY DPGT750EC]WW( GAS: DPGT750GC]((
Key number	1	2	3
Price (\$)	850	1,300	800
Overall score	85	85	84
TEST RESULTS			
Drying	5	5	5
Capacity	5	5	5
Noise	5	5	5
FEATURES			
Stainless drum	@		@
Porcelain top	@	@	
	GE DBVH512EF]WW( GAS: DBVH512GF]((	KENMORE (SEARS) ELITE OASIS 6706]2( GAS: 7706]((	LG TROMM DLE8377]W( GAS: DLG8388]((
Key number	4--*	5	6
Price (\$)	650	800	1,050
Overall score	83	83	82
TEST RESULTS			
Drying	5	4	4
Capacity	5	5	5
Noise	4	5	5
FEATURES			
Stainless drum			@
Porcelain top		@	@
	WHIRLPOOL DUET STEAM WED9600T]W( GAS: WGD9600T]((	KENMORE (SEARS) ELITE OASIS 6703]2( GAS: 7703](( (SIMILAR MODEL)	GE PROFILE DPSE810EG]WT( GAS: DPSE810GG]((

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Key number	7	8	9--
Price (\$)	1,100	700	500
Overall score	82	81	79
TEST RESULTS			
Drying	4	5	5
Capacity	5	5	5
Noise	5	4	3
FEATURES			
Stainless drum			@
Porcelain top	@	@	@
	MAYTAG BRAVOS	MAYTAG EPIC	KENMORE (SEARS)
	MED6400T]Q(	MED9700S]Q(	ELITE OASIS
	GAS:	GAS:	6708]2( GAS:
	MGD6400T](	MGD9700S](	7708](
Key number	10	11	12
Price (\$)	750	800	900
Overall score	78	78	77
TEST RESULTS			
Drying	5	4	4
Capacity	5	5	5
Noise	4	5	5
FEATURES			
Stainless drum			
Porcelain top	@	@	@
	GE	KENMORE (SEARS)	
	DCVH660EH]WW(	ELITE HE5	SAMSUNG
	GAS:	8708]1(	DV337AE]W(
	DCVH660GH](	GAS: 9708](	GAS: DV337AG](
Key number	13	14	15
Price (\$)	800	1,150	900
Overall score	77	76	76
TEST RESULTS			
Drying	4	4	4
Capacity	5	5	5
Noise	4	5	4
FEATURES			
Stainless drum			@
Porcelain top		@	
	SIEMENS	KENMORE (SEARS)	
	ULTRASENSE	6774]1( -D-	KENMORE (SEARS)
	WTXD532]2(US	6872](, 6873](	6784]1( -D-

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

	GAS:	GAS: 7872](,	6884](
	WTXD5522UC	7873](	GAS: 7884](
Key number	16	17	18
Price (\$)	880	550	630
Overall score	76	76	75
TEST RESULTS			
Drying	4	4	4
Capacity	5	5	5
Noise	5	4	4
FEATURES			
Stainless drum	@		
Porcelain top			@

**WHIRLPOOL**

	DUET SPORT	KENMORE (SEARS)	BOSCH NEXXT 800
	WED8500S](R(	HE2 8656](2( -D-	WTMC832](1(US
	GAS:	8756](	GAS:
	WGD8500S](	GAS: 9756](	WTMC852](1(US
Key number	19	20	21
Price (\$)	800	800	1,100
Overall score	74	73	73
TEST RESULTS			
Drying	4	4	4
Capacity	5	5	5
Noise	4	4	4
FEATURES			
Stainless drum			@
Porcelain top	@		

**BOSCH****WHIRLPOOL**

	NEXXT 100	MAYTAG	CABRIO
	WTMC130](1(US	MED5900T](W(	WED6200S](W(
	GAS:	GAS:	GAS:
	WTMC150](1(UC	MGD5900T](	WGD6200S](
Key number	22	23	24
Price (\$)	750	550	600
Overall score	72	71	71
TEST RESULTS			
Drying	4	4	4
Capacity	5	5	4
Noise	4	3	4
FEATURES			
Stainless drum	@		



## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Porcelain top

	MIELE	KENMORE (SEARS)	FRIGIDAIRE GALLERY
	TOUCHTRONIC	6683]2( -D-	GLER104FS]S(
	T9800	6863](	GAS:
	GAS: T9820	GAS: 7863](	GLGR104FS](
Key number	25	26	27
Price (\$)	1,300	470	400
Overall score	69	68	67
TEST RESULTS			
Drying	4	4	4
Capacity	4	5	4
Noise	2	3	4
FEATURES			
Stainless drum	@		@
Porcelain top			

	AMANA	WHIRLPOOL	FRIGIDAIRE
	NED5800T]Q(	WED5800S]W(	LEQ2152E]S(
	GAS:	GAS:	(LOWE'S)
	NGD5800T](	WGD5800S](	GAS:
			LGQ2152E](
Key number	28	29	30
Price (\$)	450	480	600
Overall score	67	66	63
TEST RESULTS			
Drying	4	4	3
Capacity	5	5	4
Noise	3	3	4
FEATURES			
Stainless drum			
Porcelain top			

	FRIGIDAIRE		GE
	AFFINITY	FISHER &	DTSR495EF]GG(
	AEQ6000E]S(	PAYKEL	-D- DRSR495EG](
	GAS:	INTUITIVE DEIX2	GAS:
	AGQ6000E](	GAS: DGIX2	DRSR495GG](
Key number	31	32	33
Price (\$)	600	840	500
Overall score	60	60	55
TEST RESULTS			
Drying	3	3	3

## WASHERS &amp; DRYERS: Performance for less. Consumer Reports February 2008

Capacity	4	4	5
Noise	4	5	3
FEATURES			
Stainless drum	@	@	@
Porcelain top			
	FISHER & PAYKEL DEGX2 GAS: DGGX2	KENMORE (SEARS) 6742]2( -D- 6842]( GAS: 7842](	GE DRSR483EG]WW( GAS: DRSR483GG](
Key number	34	35	36
Price (\$)	770	380	400
Overall score	51	48	47
TEST RESULTS			
Drying	3	2	2
Capacity	4	4	5
Noise	3	4	3
FEATURES			
Stainless drum	@		@
Porcelain top			@
	MIELE TOUCHTRONIC T1413	<b>WHIRLPOOL</b> WED5500S]Q( GAS: WGD5500S](	STABER HXD2304E GAS: HXD2304G
Key number	37	38	39
Price (\$)	1,450	400	800
Overall score	47	38	33
TEST RESULTS			
Drying	2	2	2
Capacity	2	4	5
Noise	5	3	2
FEATURES			
Stainless drum	@		
Porcelain top			

-D- Discontinued, but similar model is available. Price is for similar model.

**LOAD-DATE:** February 4, 2008

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photograph, steam clean. **Whirlpool's** Duet Steam front-loader (foreground) did noticeably better at removing stains but is pricey at \$1,600; Photograph, do it right. Check out [www.ConsumerReports.org/dryerfire](http://www.ConsumerReports.org/dryerfire) for ducting tips; Photograph, 2 LG; Photograph, 7 Frigidaire;

WASHERS & DRYERS: Performance for less. Consumer Reports February 2008

Photograph, 26 GE; Photograph, 35 Estate; Photograph, 4 GE; Photograph, 9 GE; 4 tables.

**PUBLICATION-TYPE:** Magazine

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56 of 103 DOCUMENTS

The Orange County Register (California)

April 5, 2008 Saturday  
1 Edition

## Rinse the stink out of your washer; Jennifer Bush Register columnist

**BYLINE:** Jennifer Bush Register columnist

**SECTION:** LIFE; Pg. Cover\_E

**LENGTH:** 755 words

### ABSTRACT

Stinky towels? It could be your washing machine.

### FULL TEXT

On a recent morning I reached out the shower door for my fluffy towel, which I immediately lifted to dry my face.

"Aughhh, this stinks," I screamed out loud.

The towel smelled like mildew. Great, I thought. I must have left the towels in the washer too long before drying them. I sniffed out the offensive group and threw them in the washer again.

The towels still reeked with a musty odor reminiscent of my son's old hockey bag.

I could tell the **odor** was coming from the machine. Cleaning the inside of the washer with a mild detergent didn't solve the problem.

After a little research, I discovered that **mold and mildew** is a common problem with **front-loading**, high-efficiency **washers**. There are several reasons for this:

\*Detergents and soil are the major culprits. These machines require high-efficiency, or HE, detergents, which are formulated differently from regular detergents to deal with the low-water wash and rinse cycles in HE washers. Using regular detergents in an HE washer can create excess suds, which may not be completely rinsed by the machine, leaving odor-causing residue behind. Even using a smaller amount of a regular detergent is still considered a no-no.

\*Low-temperature settings, which are friendlier to both clothing and the environment, are not enough to kill bacteria.

\*Rubber gaskets create an airtight seal on the door of front-loaders, creating a moist, dark breeding ground for bacteria and mold inside. Pull back the gasket and you will likely see the dark spots of mold that have accumulated.

So what can you do to prevent this problem?

Rinse the stink out of your washer; Jennifer Bush Register columnist The Orange County Register  
(California) April 5, 2008 Saturday

First, check the owner's manual provided by the manufacturer for instructions that relate to your model. Follow the instructions for cleaning the gasket, drum and dispenser compartments of the machine. Some models come with a maintenance cycle.

The Soap and Detergent Association has some suggestions for treating **odors in front-loading washers**. Follow these steps if your HE **washer** does not have a specific maintenance cycle.

1. Select the hot water setting. If there is no hot water setting, then select a "white" or a "stain" cycle setting. (Note: Do not put laundry in the washer.)

2. Select the "extra rinse" option, if offered.

3. Add liquid chlorine bleach to the bleach dispenser. Fill to its maximum level.

4. Run the cycle to completion.

5. If the HE washer does not have a second rinse option, manually select an additional rinse cycle to ensure that no chlorine bleach remains in your washer.

6. If your HE washer still has unpleasant odors, repeat steps 1 through 5 as necessary.

For more information, go to [www.sdahq.org/laundry/HE.pdf](http://www.sdahq.org/laundry/HE.pdf).

I followed the above instructions and the odor in my machine has disappeared. I also wiped the rubber gasket with a diluted solution of bleach, according to the manual's instructions.

There are also a number of products on the market that accomplish the task. Let me know if you've tried these and if they worked for you.

\*Affresh tablets, made by the **Whirlpool** Corp., are placed in the washer on a hot water setting. One tablet is recommended monthly to prevent odors from developing in your machine. Treating existing odors requires three tablets. A packet of three tablets, selling for \$6.99, is available at Lowe's and Home Depot.

\*Smellywasher Cleaner, developed by a repair technician, claims to be a nontoxic, natural treatment for the mold and mildew in HE washers and that it will not harm seals, gaskets, drains and septic systems. The bottle sells for \$16, plus \$3 shipping, and is enough to last one year. Available at [www.smellywasher.com](http://www.smellywasher.com).

Remember that the government does not require companies to list all the ingredients on the label of cleaning products. It's important to read the instructions printed on the packaging before using. Some contain compounds that can cause skin and eye irritation. Always wear plastic gloves when using bleach and other toxic chemicals.

Let's talk about it. Do you have stinky towels? What have you done to rid your machine of these **odors**? Have you tried baking soda or other natural methods of cleaning your machine?

Go to [www.ocregister.com/life/homeandgarden](http://www.ocregister.com/life/homeandgarden). Go to this column. Click on "comments" and tell others about your experience. Your e-mail address will not appear on the site.

UPFRONT: Maytag's new EPIC zTM **front-load washer** and dryer comes with a sanitary cycle that heats wash water to 153 degrees, which the company says removed at least 99.9 percent of test organisms.

714-796-5020 or [jbush@ocregister.com](mailto:jbush@ocregister.com)

**LOAD-DATE:** April 7, 2008

**LANGUAGE:** ENGLISH

Rinse the stink out of your washer; Jennifer Bush Register columnist The Orange County Register  
(California) April 5, 2008 Saturday

**DOCUMENT-TYPE:** Column

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66 of 103 DOCUMENTS

Chicago Tribune

September 12, 2008 Friday  
Chicago Final Edition

## Inventor takes the PU out of washers

**BYLINE:** By John Ewoldt, MCCLATCHY-TRIBUNE NEWSPAPERS: Minneapoli Star Tribune

**SECTION:** CHICAGO HOMES ; ZONE C; Pg. 10

**LENGTH:** 411 words

Appliance repairman Paul Flynn of Savage, Minn., was getting calls from customers suffering allergic reactions to their foul-smelling front-loading washing machines. During nearly every \$150 service call, Flynn found mold and mildew inside the inner tub.

Flynn got to thinking about his experience cleaning metal lathes and kitchen grills in the Navy, and in 2002 started working to perfect a granular, citrus-based product for washers. Since last year, Flynn has been selling SmellyWasher online. He's sold about 20,000 of the \$16 bottles, enough to quit his job as a repairman.

But besides selling a product, Flynn also educates consumers about solving the problem before it occurs at SmellyWasher.com.

"The whole reason this problem exists is the fault of the detergent manufacturers," Flynn said. "They tell us to use too much of their detergents."

Consumers who own front-loading washing machines should use only about one-quarter of the recommended amount of high-efficiency, or HE, low-sudsing detergent. Non-HE detergents in front-loaders are too sudsy.

Less efficient top-loaders that use more water typically flush out excess suds, soil, detergent and fabric softener.

Class-action lawsuits against manufacturers such as LG, Whirlpool and Maytag have been filed, alleging mold and mildew problems in front-loading washers.

Some suits have been settled while others are pending, affecting hundreds of thousands of consumers, said Rob Shelquist, a partner at the Lockridge Grindal Nauen firm in Minneapolis.

According to Whirlpool, the low water use and airtight seals on HE front-loaders create the potential for odor-causing mold and mildew. Whirlpool has its own anti-odor product, Affresh, which sells for \$7 for three treatments. SmellyWasher is \$16 for 24 treatments, but Flynn's product lasts a year.

SmellyWasher can be used as a preventive monthly or less often if smaller amounts of detergent are used. Affresh is also used monthly.

\ Getting rid of problem

To eliminate odors, Smellywasher users should put a capful of Flynn's product in the detergent

Inventor takes the PU out of washers Chicago Tribune September 12, 2008 Friday

dispenser, select the hottest water temperature and the extra-large load to fill the empty washer with the largest amount of water. Let the water agitation start and then stop the washer and allow the solution to soak for two to four hours. Repeat as necessary and allow to soak overnight if needed.

Flynn offers a money-back guarantee. Stubborn cases of mold and mildew might require five to seven treatments.

**LOAD-DATE:** September 12, 2008

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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67 of 103 DOCUMENTS

Chicago Tribune

September 12, 2008 Friday  
Near West Final Edition

## Inventor takes the PU out of **front-loading washers**; Product deals with **mold, mildew** issues

**BYLINE:** By John Ewoldt, MCCLATCHY-TRIBUNE NEWSPAPERS: Minneapoli Star Tribune

**SECTION:** CHICAGO HOMES ; ZONE NRW; Pg. 12

**LENGTH:** 635 words

Appliance repairman Paul Flynn of Savage, Minn., was getting calls from customers suffering allergic reactions to their foul-smelling front-loading washing machines. During nearly every \$150 service call, Flynn found **mold and mildew** inside the inner tub.

Flynn got to thinking about his experience cleaning metal lathes and kitchen grills in the Navy, and in 2002 started working to perfect a granular, citrus-based product for washers. Since last year, Flynn has been selling SmellyWasher online, filling 75 to 100 orders a day for shipments worldwide. He's sold about 20,000 of the \$16 bottles, enough to quit his job as a repairman.

But besides selling a product, Flynn also educates consumers about solving the problem before it occurs at his Web site, **SmellyWasher.com**.

"The whole reason this problem exists is the fault of the detergent manufacturers," Flynn said. "They tell us to use too much of their detergents."

Consumers who own **front-loading washing** machines should use only about one-quarter of the recommended amount of high-efficiency, or HE, low-sudsing detergent. Standard, non-HE detergents in front-loaders are too sudsy.

Why don't top-loading machines have this problem? Less efficient top-loaders that use more water typically flush out excess suds, soil, detergent and fabric softener.

Class-action lawsuits against manufacturers such as LG, **Whirlpool** and Maytag have been filed, alleging **mold and mildew** problems in **front-loading washers**.

Some suits have been settled while others are pending, affecting hundreds of thousands of consumers, said Rob Shelquist, a partner at the Lockridge Grindal Nauen firm in Minneapolis.

According to **Whirlpool**, the low water use and airtight seals on HE front-loaders create the potential for **odor-causing mold and mildew**. **Whirlpool** has its own anti-odor product, Affresh, which sells for \$7 for three treatments. SmellyWasher is more expensive than Affresh initially (\$16 for 24 treatments), but Flynn's product lasts a year.

SmellyWasher can be used as a preventive monthly or less often if smaller amounts of detergent are used. Affresh is also used monthly, but a \$7 packet of three tablets lasts only three months. Flynn's product will remove musty odors from towels or clothing, which Affresh does not claim to do.

Inventor takes the PU out of front-loading washers; Product deals with mold, mildew issues Chicago Tribune  
September 12, 2008 Friday

\ Getting rid of problem

To eliminate odors, Smellywasher users should put a capful of Flynn's product in the detergent dispenser, select the hottest water temperature and the extra-large load to fill the empty washer with the largest amount of water. Let the water agitation start and then stop the washer and allow the solution to soak for two to four hours. Repeat as necessary and allow to soak overnight if needed.

Flynn said that the product works best in hot water. Consumers might want to run the faucet closest to the washing machine until the water is hot before starting the process or turn up their water heater temperature until the load is finished. (Remember to turn the temp back down to avoid scalding.) Flynn offers a money-back guarantee. Stubborn cases of mold and mildew might require five to seven treatments.

Susie Thymian is such a believer that she now sells SmellyWasher in her own store, McGinnis Appliance in Morris, Minn. Thymian had blamed the musty smell from her towels on her teenagers, who often leave wet towels in a pile in their bedrooms. Her kids' solution to the stink was to use more towels. Thymian's answer was to use more bleach in the laundry, but nothing got rid of the mystery mold odor until she found Flynn's product.

Only a few of Flynn's customers are from Minnesota so far. Most come from regions with higher humidity. Sharon Turner, who lives in steamy San Antonio, said SmellyWasher worked after several cycles. "I was ready to throw out my plush towels and my front washer. It saved my sanity."

**LOAD-DATE:** September 12, 2008

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photo: Paul Flynn holds bottles of **SmellyWasher**, his citrus-based product for **front-loading washing** machines. Minneapolis Star Tribune photo by Bruce Bisping  
Photo(s)

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77 of 103 DOCUMENTS

# The Post-Standard

The Post-Standard (Syracuse, New York)

December 13, 2008 Saturday  
FINAL EDITION

## GIVEAWAY: Affresh tablets

**SECTION:** CNY; Pg. D1

**LENGTH:** 101 words

If you've made the switch to a high-efficiency, **front-loading washing** machine, you might be interested in using these bubbling tablets from **Whirlpool**. They're designed to remove **odor**-causing residue that can accumulate in the cleaning machines.

CNY has a package of 3 Affresh tablets to give away. To enter, send your name, address and phone number to "Cleaning tablet" giveaway, care of CNY, The Post-Standard, P.O. Box 4915, Syracuse, NY 13221. Entries must be received by Wednesday. One entry per person, please.

The winner of last week's book giveaway, "Neutral Color Schemes," is Cheri Geller, of Syracuse.

**LOAD-DATE:** December 18, 2008

**LANGUAGE:** ENGLISH

**SERIES:** Daily Dose

**DOCUMENT-TYPE:** SERIES

**PUBLICATION-TYPE:** Newspaper

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81 of 103 DOCUMENTS



Consumer Reports

February 2009

## LETTERS. ASK OUR EXPERTS.

**SECTION:** Pg. 6 Vol. 74 No. 2

**LENGTH:** 272 words

How can I get rid of the stinky, **moldy smell** in my **front-loading washer**? ABARenee Simon  
Simpsonville, SC

LG recommends cleaning the washer by running a special hot cycle with bleach; Sears warns against using non-HE detergents; and **Whirlpool** markets Affresh tablets. Our advice is to leave the lid and the dispenser door open after each wash to allow air to circulate inside the drum. Wipe the door gasket and glass dry after washing and clean the detergent dispenser and any attachments monthly.

To protect against ID theft, I don't carry my Social Security card. But my Medicare card, which I'm supposed to carry, has my Social Security number. What should I do? ABARobert Lieberman Vancouver, WA

To avoid ID theft, photocopy the front and back of your Medicare card, then cut the copies to wallet size, eliminating the last four digits of your Social Security number. Staple the copies together or paste them on pieces of cardboard; place this duplicate card in your wallet. (Store your Medicare and Social Security cards in a secure spot at home.) If a medical-service provider requests your SSN, you can give the complete number yourself.

Can I use compact fluorescent lightbulbs in positions other than vertically with the base down? ABADiana Cobb Coopersburg, PA

You can install many spiral and spotlight-type CFLs in other orientations, including horizontally. Most CFL makers suggest installing a bulb with the base end up if it will be exposed to moisture, say in an outdoor fixture. This will keep water from getting into the socket and shorting out the bulb. Always check the packaging for any restrictions on lightbulb placement.

**LOAD-DATE:** February 9, 2009

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photograph, mold alert. Smelly front-loaders are a common problem, but the fix is simple.

LETTERS. ASK OUR EXPERTS. Consumer Reports February 2009

**PUBLICATION-TYPE:** Magazine

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82 of 103 DOCUMENTS



Consumer Reports

February 2009

## LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.

**SECTION:** Pg. 46 Vol. 74 No. 2

**LENGTH:** 3851 words

Cleaning ability has little to do with price, according to our latest washing-machine tests, which revealed great values among top- and front-loaders.

Three top-loaders, from Estate, GE, and Maytag, wash well and quickly. And they cost \$500 or less. You'll only need to spend a couple of hundred dollars more on one of our recommended front-loaders for better energy and water efficiency.

Whether you're browsing the appliance aisles or surfing the Web, it's easy to find washers that cost almost \$2,000, as manufacturers load their machines with anti-vibration technology and allergen removal cycles. But some claims proved little more than hype in our labs. The details:

New test shakes things up. Front-load washing machines spin faster, which wrings more water out of clothes so that they dry more quickly. But those higher spin speeds can cause picture-rattling vibrations. After putting the washers through our new vibration test, the scores of several front-loaders dropped. While concrete slabs, such as those found in basements, can absorb vibrations well, standard wood-framed floors don't. A \$900 LG and the \$1,300 Asko Ultracare shook so vigorously in our tests that they would be poor choices for laundry rooms on framed floors. The Asko's four-shock suspension didn't help.

Allergen overkill. LG's premium front-load machines include an option that claims to achieve water temperatures above the 130 degree F recommended to kill allergens such as dust mites and germs in pet dander. But even if the LG Allergiene works as claimed, you can pay hundreds less and still reduce your exposure to allergens by vacuuming often; using dust-mite covers on mattresses, box springs, and bedding; and replacing bedding with materials that resist allergens.

Longer cycles can fray fabrics. Front-loader cycle times are getting longer; many take more than 90 minutes per 8-pound load. Those longer cycles can make garments wear out faster. Even with top-loading washers, the 20-minute longer cycle time of the Kenmore Oasis 2808 over the **Whirlpool** Cabrio WTW6700T probably accounted for the Kenmore's lower gentleness score.

Mold is a growing concern. Recent lawsuits alleging mold problems in some front-loaders have been

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

filed against LG and **Whirlpool**. Our Annual Product Reliability Survey found almost one-fifth of repairs to Maytag front-loaders bought in the last four years was due to **mold**, though all front-loaders had some **mold** problems. Consumer Reports readers who have written to us complaining of **mold** buildup also have reported no universal remedy. See "Ask Our Experts" for our suggestions, which might do the trick.

## HOW TO CHOOSE

Here's what to consider if it's time for a new **washing** machine:

Top- or **front-load?** If you'll be running your **washer** in a dry basement, the prospects of excess vibration and **mold** buildup need not sway you from a **front-loader**. But better top-loaders, billed high-efficiency (HE), tend to finish faster.

Take the long view. **Washer** and dryer owners tend to keep their machines 10 to 13 years, according to a study by the National Association of Home Builders. So high-efficiency models can end up costing the same as or less than standard models.

Be choosy about features. Auto temperature control offers consistent water temperature and wash performance on a given setting. In general, you might never need more than four or five wash cycles.

Keep your old dryer. There's no reason to replace a working dryer because the technology hasn't changed. But when your drier dies, get one with a moisture sensor and, if your laundry is near bedrooms, an end-of-cycle signal that can be turned off. Our surveys have found no reliability differences among major gas dryer brands.

Skip extended warranties. Our surveys show that most washers and dryers don't break during the extended-warranty period. When they do break, repairs tend to cost about the same as the warranty.

### Overview

There's no need to sacrifice wash performance for price. Pay particular attention to vibration if your laundry is on the second floor. We've recommended dryers that could deftly dry delicates.

#### -Y- CR Best Buy

These models offer the best combination of performance and price. All are recommended.

#### -X- Recommended

These are high-performing models that stand out for the reasons below.

For fine performance and efficiency:

A2 GE \$900 CR Best Buy

### A10 GE \$700

A11 Frigidaire \$650 CR Best Buy

A22 Amana \$600

All of these front-loaders are efficient and will get your laundry very clean. Either A2 or A11 would be fine on wood-framed floors, where their vibration would be only slightly noticeable. A10 and A22 vibrate too vigorously for anything other than a concrete slab or floor. But they are otherwise fine washers.

More-affordable models:

B10 GE \$480 CR Best Buy

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

B11 Maytag \$500 CR Best Buy

B16 Estate \$400

These top-loaders cost hundreds less and wash as well as many front-loaders, plus they take less time per wash cycle. But they're not as energy or water efficient. B10 and B11 have a stainless tub; B11 also has a porcelain lid. Estate is made by **Whirlpool**, a reliable brand.

Recommended dryers:

#### GE DBVH512EF \$650

GE Profile DPSE810EG \$500

These two models from our last report, both CR Best Buys, cost less than other high-scoring models and have moisture sensors, which save energy and protect clothes by automatically shutting the machine off when laundry is dry.

#### RATINGS

Washers.

Guide to the Ratings Overall score is mainly performance, capacity, and efficiency. Scores are on a scale of 0 to 100: 81 to 100 is excellent, 61 to 80 is very good, 41 to 60 is good, 21 to 40 is fair, 0 to 20 is poor. Washing performance is for a normal or heavy-duty cycle for an 8-pound and a maximum load. Energy efficiency is based on energy needed to run the washer, heat the water for a warm wash, and extract the water in the final spin. Water efficiency is total water used to run each model's 8-pound and maximum loads. Capacity measures the size load a washer can effectively handle. Models with high scores for gentleness are least likely to cause wear and tear to clothing. Noise is based on operation on a cement floor and was judged by panelists. Vibration reflects usage on a suspended wooden floor. Cycle time is rounded to the nearest 5 minutes for an 8-pound load. Price is approximate retail. The overall score of previously tested models might differ from earlier reports because of changes in scoring procedures.

5 - Excellent; 4 - Very good; 3 - Good; 2 - Fair; 1 - Poor

#### BRAND & MODEL

SIMILAR MODELS ARE COMPARABLE TO TESTED MODEL.

ALL HAVE AUTO TEMPERATURE CONTROL

EXCEPT WHERE NOTED.

IN PERFORMANCE ORDER, WITHIN TYPES.

(TYPES DESIGNATED A AND B.)

FRONT-LOADERS. TOP PERFORMANCE AND EFFICIENCY

OVERALL, BUT NEED LOW-SUBSING DETERGENT.

	SAMSUNG	GE	GE PROFILE
	WF448AA[W]	WCVH6800J[WW]	WPDH8800J[WW]
Recommendation		-Y-	
Rank (A)	1	2	3
Price (\$)	1,500	900	1,300
Overall score	84	81	80
TEST RESULTS			
Washing	4	4	4



LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Energy efficiency	5	5	5
Water efficiency	5	5	5
Capacity	5	5	5
Gentleness	4	4	3
Noise	4	4	4
Vibration	4	3	4
Cycle time (min.)	90	70	80

## FRONT-LOADERS (CONT.)

<b>WHIRLPOOL</b> DUET	KENMORE (SEARS)	
STEAM	ELITE HE5T	
WFW9600T[W]	STEAM 4778[1]	LG WM0642H[W]

## Recommendation

Rank (A)	4	5	6
Price (\$)	1,600	1,600	900
Overall score	79	78	78

## TEST RESULTS

Washing	5	5	4
Energy efficiency	4	4	5
Water efficiency	5	5	5
Capacity	5	5	5
Gentleness	3	2	5
Noise	4	4	4
Vibration	4	4	1
Cycle time (min.)	95	100	95

## FRONT-LOADERS (CONT.)

LG ALLERGIENE	BOSCH NEXXT 300	MIELE
STEAMWASHER	SERIES	TOUCHTRONIC
WM2688H[WM]A	WFMC220[1]UC	W4840

## Recommendation

Rank (A)	7	8	9
Price (\$)	1,500	800	1,900
Overall score	78	78	77

## TEST RESULTS

Washing	4	4	5
Energy efficiency	5	5	5
Water efficiency	5	5	5
Capacity	5	5	5
Gentleness	3	3	3
Noise	4	4	5
Vibration	2	2	2
Cycle time (min.)	95	105	100

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

## FRONT-LOADERS (CONT.)

## FRIGIDAIRE

## GALLERY

## WHIRLPOOL DUET

	GE	GLTF2940F[S]	STEAM
	WBVH5200J[WW]	(SIMILAR MODELS)	WFW9500T[W]
Recommendation	-X-	-Y-	
Rank (A)	10	11	12
Price (\$)	700	650	1,500
Overall score	77	77	76
TEST RESULTS			
Washing	4	4	4
Energy efficiency	5	5	4
Water efficiency	5	4	4
Capacity	5	4	5
Gentleness	4	4	4
Noise	4	4	4
Vibration	2	3	4
Cycle time (min.)	65	65	90

## FRONT-LOADERS (CONT.)

## FRIGIDAIRE

## KENMORE (SEARS)

## AFFINITY

	ELITE HE5T	ATF8000F[S]	
	4708[1]	(SIMILAR MODELS)	LG WM2016C[W]
Recommendation			
Rank (A)	13	14	15
Price (\$)	1,300	800	800
Overall score	76	76	76
TEST RESULTS			
Washing	5	3	4
Energy Efficiency	4	5	4
Water efficiency	5	5	5
Capacity	5	4	5
Gentleness	2	4	5
Noise	4	3	4
Vibration	4	3	3
Cycle time (min.)	105	55	90

## FRONT-LOADERS (CONT.)

## BOSCH NEXXT 800

## SAMSUNG

## SERIES

## MAYTAG EPIC

	WF203AN[W]	WFCM840[1]UC	MFW9700S[Q]
Recommendation			

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Rank (A)	16	17	18
Price (\$)	800	1,300	900
Overall score	76	75	75
TEST RESULTS			
Washing	4	4	4
Energy efficiency	4	5	4
Water efficiency	5	5	4
Capacity	5	4	5
Gentleness	5	2	4
Noise	4	4	4
Vibration	2	3	3
Cycle time (min.)	75	105	70

## FRONT-LOADERS (CONT.)

KENMORE (SEARS)	WHIRLPOOL DUET	
HE3T STEAM	HT WFW9400S[Q]	SAMSUNG
4674[2]	(SIMILAR MODEL)	WF218AN[W]

## Recommendation

Rank (A)	19	20	21
Price (\$)	1,400	1,200	800
Overall score	75	75	75
TEST RESULTS			
Washing	5	5	4
Energy efficiency	4	4	4
Water efficiency	4	4	5
Capacity	5	5	5
Gentleness	3	2	4
Noise	4	4	3
Vibration	4	3	3
Cycle time (min.)	95	105	90

## FRONT-LOADERS (CONT.)

	KENMORE (SEARS)	
AMANA	MAYTAG EPIC Z	HE2T 4756[1]
NFW7200T[W]	MHWZ600T[Q]	(SIMILAR MODEL)

## Recommendation

Rank (A)	22	23	24
Price (\$)	600	800	900
Overall score	74	73	72
TEST RESULTS			
Washing	4	4	4
Energy efficiency	4	4	4
Water efficiency	5	4	4

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Capacity	5	5	5
Gentleness	4	3	4
Noise	4	3	3
Vibration	2	4	3
Cycle time (min.)	85	95	95

## FRONT-LOADERS (CONT.)

	SPEED QUEEN CTSA0A[W]N	KENMORE (SEARS) HE2 PLUS (SIMILAR MODELS)	WHIRLPOOL DUET SPORT W FW8300S[W]
Recommendation			
Rank (A)	25	26	27
Price (\$)	1,400	800	800
Overall score	71	70	68
TEST RESULTS			
Washing	3	3	3
Energy efficiency	4	5	4
Water efficiency	5	4	3
Capacity	4	4	4
Gentleness	5	4	4
Noise	3	3	3
Vibration	3	3	3
Cycle time (min.)	50	70	70

## FRONT-LOADERS (CONT.)

ASKO ULTRACARE  
WL6511

Recommendation	
Rank (A)	28
Price (\$)	1,300
Overall score	66
TEST RESULTS	
Washing	4
Energy efficiency	4
Water efficiency	3
Capacity	5
Gentleness	2
Noise	3
Vibration	1
Cycle time (min.)	115

TOP-LOADERS. MORE AFFORDABLE ON AVERAGE.

MODELS WITHOUT AGITATORS ARE FOOTNOTED.

WHIRLPOOL

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

	CABRIO HE WTW6600S[W] -1-	FISHER & PAYKEL AQUASMART WL26CW1 -1-	MAYTAG BRAVOS MTW6600T[Q] -1-
Recommendation			
Rank (B)	1	2	3
Price (\$)	1,000	900	950
Overall score	75	74	74
TEST RESULTS			
Washing	4	4	5
Energy efficiency	4	4	4
Water efficiency	3	5	3
Capacity	5	4	5
Gentleness	4	3	3
Noise	4	4	4
Vibration	5	5	5
Cycle time (min.)	55	55	60

## TOP-LOADERS (CONT.)

	MAYTAG BRAVOS MTW6700T[Q] -1-	<b>WHIRLPOOL</b> CABRIO WTW6700T[W] -1-	KENMORE (SEARS) OASIS 2808[2] -1-
Recommendation			
Rank (B)	4	5	6
Price (\$)	1,000	1,000	1,100
Overall score	73	72	70
TEST RESULTS			
Washing	4	4	4
Energy efficiency	4	4	4
Water efficiency	4	4	4
Capacity	5	5	5
Gentleness	3	3	2
Noise	3	3	4
Vibration	5	5	5
Cycle time (min.)	60	65	85

## TOP-LOADERS (CONT.)

	<b>WHIRLPOOL</b> CABRIO WTW6200S[W]	GE PROFILE WPGT9150H[WW] -1-	GE PROFILE HARMONY WPGT9360E[WW] -1-
Recommendation			
Rank (B)	7	8	9
Price (\$)	700	930	890

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Overall score	70	69	67
TEST RESULTS			
Washing	3	3	4
Energy efficiency	4	4	3
Water efficiency	1	3	3
Capacity	5	5	4
Gentleness	4	3	2
Noise	4	3	4
Vibration	5	5	5
Cycle time (min.)	50	55	55

## TOP-LOADERS (CONT.)

## MAYTAG

	GE WJRE5500G[WW]	MAYTAG MTW5800T[W] (SIMILAR MODELS)	KENMORE (SEARS) OASIS 2803[2]
Recommendation	-Y-	-Y-	
Rank (B)	10	11	12
Price (\$)	480	500	800
Overall score	66	66	66
TEST RESULTS			
Washing	4	4	4
Energy efficiency	3	3	3
Water efficiency	3	3	2
Capacity	4	5	5
Gentleness	3	5	3
Noise	3	3	3
Vibration	5	5	5
Cycle time (min.)	45	45	65

## TOP-LOADERS (CONT.)

## WHIRLPOOL

	GE PROFILE WPRE6150H[WT]	FISHER & PAYKEL INTUITIVE IWL16	WHIRLPOOL WTW5800S[W] (SIMILAR MODEL)
Recommendation			
Rank (B)	13	14	15
Price (\$)	620	800	550
Overall score	65	65	63
TEST RESULTS			
Washing	4	3	4
Energy efficiency	3	5	2
Water efficiency	4	3	3
Capacity	4	3	5
Gentleness	3	4	3

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Noise	3	4	3
Vibration	5	5	5
Cycle time (min.)	50	50	55

## TOP-LOADERS (CONT.)

GE

WHDRR418G[WW]

(HOME DEPOT)

ESTATE	STABER HXW2304	
ETW4400T[Q]	-2- -3-	-3-

Recommendation	-X-		
Rank (B)	16	17	18
Price (\$)	400	1,300	450
Overall score	61	61	59
TEST RESULTS			
Washing	4	3	3
Energy efficiency	3	4	3
Water efficiency	3	5	2
Capacity	4	2	4
Gentleness	4	4	3
Noise	3	3	3
Vibration	5	3	5
Cycle time (min.)	35	55	40

## TOP-LOADERS (CONT.)

HOTPOINT

GE

VWSR4160G[WW]

**WHIRLPOOL**

WWSE5240G[WW]	-3-	WTW5300S[Q] -3-
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Recommendation			
Rank (B)	19	20	21
Price (\$)	430	400	350
Overall score	55	53	52
TEST RESULTS			
Washing	3	3	3
Energy efficiency	3	3	3
Water efficiency	2	2	2
Capacity	3	2	3
Gentleness	2	3	4
Noise	3	3	3
Vibration	5	5	5
Cycle time (min.)	45	40	40

## TOP-LOADERS (CONT.)

FRIGIDAIRE

FWS1233F[S] -3-

LAB TESTS: Ratings, reviews, recommendations. WASHERS: We find CR Best Buys for as little as \$400.  
Consumer Reports February 2009

Recommendation

Rank (B)	22
Price (\$)	370
Overall score	41
TEST RESULTS	
Washing	2
Energy efficiency	3
Water efficiency	2
Capacity	2
Gentleness	4
Noise	2
Vibration	5
Cycle time (min.)	30

-1- These top-loaders have no center-post agitators and are often called "high-efficiency" or HE models.

-2 Rotates horizontally like a front-loader but opens on top. -3- Lacks automatic temperature control.

**LOAD-DATE:** February 9, 2009

**LANGUAGE:** ENGLISH

**GRAPHIC:** Photograph, shake-off. LG's WM0642H front-loader rattled our vibration test rig and sent this glass sliding; Photograph, A2 GE; Photograph, A10 GE; Photograph, A11 Frigidaire; Photograph, B11 Maytag; 3 tables.

**PUBLICATION-TYPE:** Magazine



88 of 103 DOCUMENTS

Orlando Sentinel (Florida)

March 21, 2009 Saturday  
FINAL

## A wash for that smelly washer

**BYLINE:** John Ewoldt, (Minneapolis) Star Tribune**SECTION:** HOME & GARDEN; FLORIDA; Pg. E1**LENGTH:** 388 words

MINNEAPOLIS -- Appliance repairman Paul Flynn of Savage, Minn., was getting calls from customers suffering allergic reactions to their foul-smelling front-loading washing machines. During nearly every \$150 service call, Flynn found mold and mildew inside the inner tub.

Flynn got to thinking about his experience cleaning metal lathes and kitchen grills in the Navy, and in 2002 started working to perfect a granular, citrus-based product for washers. Since 2007, Flynn has been selling SmellyWasher online, filling 75 to 100 orders a day for shipments worldwide. He has sold about 20,000 of the \$16.99 bottles, enough to quit his job as a repairman.

But besides selling a product, Flynn also educates consumers about solving the problem before it occurs at his Web site, [SmellyWasher.com](http://SmellyWasher.com).

"The whole reason this problem exists is the fault of the detergent manufacturers," Flynn says. "They tell us to use too much of their detergents."

Consumers who own front-loading washing machines should use only about one-quarter of the recommended amount of high-efficiency, or HE, low-sudsing detergent. Standard, non-HE detergents in front-loaders are too sudsy.

Why don't top-loading machines have this problem? Less efficient top-loaders that use more water typically flush out excess suds, soil, detergent and fabric softener.

Class-action lawsuits against manufacturers such as LG, Whirlpool and Maytag have been filed, alleging mold and mildew problems in front-loading washers.

Some suits have been settled while others are pending, affecting hundreds of thousands of consumers, says Rob Shelquist, a partner at the Lockridge Grindal Nauen firm in Minneapolis.

According to Whirlpool, the low water use and airtight seals on HE front-loaders create the potential for odor-causing mold and mildew. Whirlpool has its own anti-odor product, Affresh.

SmellyWasher can be used as a preventive monthly or less often if smaller amounts of detergent are used. Flynn's product will remove musty odors from towels or clothing, which Affresh does not claim to do.

Only a few of Flynn's customers are from Minnesota so far. Most come from regions with higher humidity. Sharon Turner, who lives in steamy San Antonio, Texas, says SmellyWasher worked after several cycles. "I was ready to throw out my plush towels and my front washer. It saved my sanity."

A wash for that smelly washer Orlando Sentinel (Florida) March 21, 2009 Saturday

**LOAD-DATE:** March 21, 2009

**LANGUAGE:** ENGLISH

**GRAPHIC:** PHOTO: (boy covering his nose)

PHOTOS.COM

PHOTO: Paul Flynn has sold about 20,000 bottles of SmellyWasher.

BRUCE BISPING/(MINNEAPOLIS) STAR TRIBUNE

**PUBLICATION-TYPE:** Newspaper

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96 of 103 DOCUMENTS



Business Week Online

August 4, 2009 Tuesday

## How **Whirlpool** Puts New Ideas Through the Wringer; The appliance maker has formalized the process of evaluating and testing the thousands of notions that bubble up

**BYLINE:** Jessie Scanlon

**SECTION:** INNOVATION & DESIGN

**LENGTH:** 1320 words

In 1999, **Whirlpool's** (WHR) then-Chief Executive David R. Whitwam set a goal: He wanted the leading maker of big-ticket appliances to be No. 1 in innovation as well. Whitwam's pronouncement kicked off a flurry of ideas. Not all of them were sensible. "There were some wacky ones -- bicycles, tennis shoes," recalls Moises Norena, director of global innovation. **Whirlpool** needed a system to evaluate and screen ideas, advancing promising concepts and culling out those that were better forgotten.

Today, the maker of such brands as **Whirlpool**, Maytag, and Kitchen Aid has formalized a process to sort through the thousands of ideas that, at any one time, are percolating up from product groups, new business development teams, and i-mentors -- employees trained in innovation who have been deployed throughout the organization to identify promising ideas. From that first grab-bag of concepts, managers green-light several hundred for study, giving each a slice of an innovation budget that Norena ballparked at "several million dollars for North America" this year.

Ultimately, almost half of those flow into its innovation pipeline, which currently numbers close to 1,000 products. On average, 100 are introduced to the marketplace. "Every month we report pipeline size measured by estimated sales, and our goal this year is \$4 billion," says Norena. With **Whirlpool's** 2008 revenue totalling \$18.9 billion, that would mean roughly 20% of sales would be from new products.

### Beginning Affresh

The process has helped **Whirlpool** find such innovations as Affresh, a hockey puck-shaped tablet that consumers can toss into front-loading washers for a cleaning cycle. In less than two years, Affresh, which works with any brand of appliance, has grown into a line of four products that **Whirlpool** expects to be an \$80 million to 100 million business by 2015. Taking Affresh as a guide, here's a look at how the Benton Harbor [Mich.] appliance maker evaluates new ideas.

Affresh came out of regular consumer research a few years ago: Water and chemical residues caught in the seal of the door of **front-load washing** machines, customers told **Whirlpool** researchers, were causing **odor** problems. [Not all of **Whirlpool's** concepts emerge from customer research; Garage Gladiator -- a line of storage containers and appliances for garages and workshops -- was conceived in a sales and marketing brainstorm about how **Whirlpool** might develop products for rooms beyond the kitchen and laundry room.]

How Whirlpool Puts New Ideas Through the Wringer; The appliance maker has formalized the process of evaluating and testing the thousands of notions that bubble up Business Week Online August 4, 2009  
Tuesday

For an idea to be considered for development, it has to meet **Whirlpool's** three-pronged definition of innovation: It must meet a consumer need in a fresh way; it must have the breadth to become a platform for related products; and it must lift earnings. [Add-on innovations are expected to deliver results within months, while new-to-the-world ones are given three to five years.]

Charles Martin, director of strategy and marketing for new business development, who led the Affresh development, already knew there was a consumer need. Four to six weeks of research and concept development convinced him he could clear the second hurdle too, by expanding into kitchen appliances too. And **Whirlpool** had good reason to expect profits. Sales of front-loaders are on the rise -- 1.91 million will be sold this year, according to IBIS World -- and the machines are expected to eclipse top-loaders in three to five years.

#### Clearing the Hurdles

Research findings are written up in a document **Whirlpool** calls an "opportunity brief." The brief is reviewed by a 15-member panel of innovation experts and regional managers from across the organization, including marketing, sales, customer service, and engineering. This i-board meets monthly to review potential projects, and allocate funding. Martin's team was granted several thousand dollars to continue development of the Affresh idea.

Roughly 40% of ideas that make it to this stage end up in the innovation pipeline. Those that don't get tripped up by the next hurdle: the i-box, a three-page scorecard that forces innovation teams to be very concrete about expected factors such as revenues, technical feasibility, relevance to the brand, and market trends. "The i-box needs to make the case that there is a consumer need, that the concept meets it, that it does it better than existing products, and so on," says Norena.

The i-panel then reviews the i-box, with each member scoring how well the concept meets each criterion on a scale of 1 to 5, with 5 being the strongest. The averaged scores determine whether a concept will be funded [at which point it officially enters the pipeline] or shelved. "Everything checked off," says Martin of the Affresh i-box.

**Whirlpool** currently has some 1,500 projects shelved for a variety of reasons. An idea to create an "on the move" appliance for campers, for instance, was held because it strayed too far outside of **Whirlpool's** home-focused comfort zone.

#### Thumbs-Down on a Steam Dryer

Ideas can also be held simply because of overall resources and priorities. Every year, **Whirlpool** sets a goal for innovation-related revenue for each product team. "We might say we want 80% of new revenues to come from innovations to core products, 15% from innovations that leverage or expand the core, and 5% from totally new innovations," says Norena.

A concept for a dryer with a steam function, proposed in 2004, ended on up the shelf because it didn't match up with that year's priorities. Three years later, when the fabric care team began working on a relaunch of **Whirlpool's** Duet line, the innovation manager for the laundry team reviewed the shelved concepts for features to include in the new machines. Duet dryers came to market in 2008 with the steam function. [Concepts can also be resurrected by the i-board, which reviews all active innovation projects and shelved ideas during an annual pipeline cleanup.]

Once Affresh and other new concepts officially enter the innovation pipeline, they go through **Whirlpool's** standard stage-gate process. Affresh's development differed only in that it was developed in partnership with an outside partner, a chemical company that **Whirlpool** won't identify, one of **Whirlpool's** first open innovation projects.

The first Affresh product -- a three-pack of tablets for cleaning front-load washers -- showed up in appliance stores in September 2007 at a suggested retail price of \$6.99. **Whirlpool** won't reveal specific numbers, but says that first-year sales exceeded Martin's estimates by 200% and were robust enough for the

How Whirlpool Puts New Ideas Through the Wringer; The appliance maker has formalized the process of evaluating and testing the thousands of notions that bubble up Business Week Online August 4, 2009  
Tuesday

company to expand distribution to national grocery chains such as Kroger (KR) and Publix Super Markets. Building on that, **Whirlpool** developed a more efficient product for service technicians and, coming next month, an Affresh-branded dishwasher and disposal cleaner.

What can executives learn from **Whirlpool's** approach to screening ideas?

-- Define Innovation A brief, concrete definition of innovation will help employees evaluate new concepts at the front end, screening out those that just don't fit. As a concept progresses, keep returning to the definition to make sure that the idea still clears the bar.

-- Never Kill Good Ideas A concept that might not be worth pursuing today -- because of limited resources, for instance, or the lack of a partner -- might be next year's innovation. Don't kill projects. Shelve them, and annually review all concepts for possible resurrection.

-- Adjust Your Criteria Early in the process **Whirlpool** concepts are required to meet the basic definition of innovation. As projects progress, the evaluation criteria become more rigorous. Begin with easier requirements to avoid killing off concepts before they can be developed.

-- Link Idea Screening with Strategy A concept might be innovative but still not smart for a company to develop because it would take the company too far afield. Make sure that the people evaluating ideas do so in the context of the company's strategic goals.

**URL:** [http://www.businessweek.com/innovate/content/aug2009/id2009083\\_452757.htm](http://www.businessweek.com/innovate/content/aug2009/id2009083_452757.htm)

**LOAD-DATE:** August 4, 2009

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Web Publication

# EXHIBIT 4

Doc No.	Type	AUD	Source	State	Country	Date	Title or Headline	Section	Page	Topic in Article							
										Advantages	Whirl Advan	Problem	Whirl Prob	Steps Alleviate	# Steps	Steps Didn't Work	Irreparable
NEXN001	ART	CON	Lewiston Morning Tribune	ID	US	26-Sep-91	GOOD RIDES MINUS CROWDS	E	3								
NEXN002	ART	CON	The Philadelphia Inquirer	PA	US	20-Apr-94	NEED A CLEANSER? CHECK THE	FOOD	1								
NEXN003	ART	CON	Birmingham News	AL	US	10-May-94	HERE'S THE SCOOP ON CLEANING	LIFESTYLE	101								
NEXN004	ART	CON	Albany Times Union	NY	US	13-May-94	OLD-TIME REMEDIES GAIN LUSTER	LIFE & LEISURE	1								
NEXN005	ART	CON	Chicago Tribune	IL	US	5-Jun-94	OLD REMEDIES FOR HOUSEHOLD	HOME	1								
NEXN006	ART	CON	San Jose Mercury News	CA	US	18-Jan-95	OLD CLEANUP TRICKS RELY ON	FOOD	1								
NEXN007	ART	CON	London Daily Mail		UK	29-Jun-95	Should we play the noise down		46			1					
NEXN008	ART	CON	London Daily Mail		UK	30-Jun-95	Should we play the noise down		47			1					
NEXN009	ART	CON	London Daily Mail		UK	13-Jul-95	Why can't we have the baby I long		46			1		1	4		
NEXN011	ART	CON	DALLAS MORNING NEWS	TX	US	29-Sep-95	Frame of reference; Tips on how to	HOME									
NEXN012	ART	CON	Hartford Courant	CT	US	5-Apr-96	OUTTAKES	SPORTS	5								
NEXN013	ART	CON	London Times		UK	31-Jul-96	Black and white load survives night	Home									
NEXN014	ART	CON	Minneapolis Star Tribune	MN	US	13-Apr-97	Hard work, fast action best fix for	News	17								
NEXN015	ART	CON	Countryside & Small Stock		US	1-May-97	These homemade snacks are		44								
NEXN016	ART	CON	Fairfield County Woman	CT	US	30-Sep-97	Opportunities with a "Conscience		27	1							
NEXN017	ART	CON	Cleveland Plain Dealer	OH	US	25-Jan-98	HOUSES FULL OF GREAT IDEAS;	HOMES	1								
NEXN018	ART	CON	Stoke Sentinel		UK	17-Mar-98	The wonder of whales in the	ELLE	3	1							
NEXN019	ART	CON	St. Petersburg Times	FL	US	21-Mar-98	An Academy Awards presentation	HOME & GARDEN	1								
NEXN020	ART	CON	Home Living Central		AU	4-Aug-98	LOOK AFTER YOUR APPLIANCES					1		1			
NEXN021	ART	CON	Home Living South		AU	4-Aug-98	LOOK AFTER APPLIANCES					1		1			
NEXN022	ART	CON	Home Living West		AU	4-Aug-98	LOOK AFTER APPLIANCES					1		1			
NEXN023	ART	CON	Arkansas Democrat-Gazette	AR	US	21-Aug-98	Loads of; loads; Here's the scoop	WEEKEND	10								
NEXN024	ART	CON	Fort Lauderdale Sun-Sentinel	FL	US	25-Sep-98	CLEANING HOUSE	Local	14								
NEXN025	ART	CON	Pittsburgh Post-Gazette	PA	US	5-Apr-99	THE LATEST SPIN ON GOOD CLEAN	LIFESTYLE	1								
NEXN026	ART	TRD	Store Equipment & Design		US	1-Feb-00	EQUIPMENT SUPPLIERS		102								
NEXN027	ART	CON	Edmonton Journal	AB	CA	27-May-00	Green living from the ground up:	K	1								
NEXN028	ART	CON	Great Falls Tribune	MT	US	18-Jul-00	Mad about mold	M	4			1			4		
NEXN029	ART	CON	Grand Rapid Press	MI	US	28-Oct-00	Properly storing outdoor	OUTDOORS	3					1			
NEXN030	ART	CON	Cornwall Standard Freeholder	ON	CA	24-Feb-01	Environmentally friendly cleaners	HOMETOWN	25								
NEXN031	ART	CON	Sunday Age		AU	3-Jun-01	basketcase; good life	LIFE	29								
NEXN032	ART	CON	In Business	WI	US	3-Aug-01	An inn with a 5 star eco rating		21	1							
NEXN033	ART	CON	Newport News Daily Press	VA	US	28-Oct-01	AGITATING DECISION PRICE ISN'T	Home & Garden	1	1							
NEXN034	ART	CON	Tulsa World	OK	US	29-Dec-01	Check out washing action,	LIVING		1							
NEXN035	ART	CON	The Wichita Eagle	KS	US	29-Dec-01	FINDING THE BEST WASHING	HOME & GARDEN	3	1							
NEXN036	ART	CON	Chicago Tribune	IL	US	11-Jan-02	Wringing the best qualities from	YOUR PLACE	6	1							
NEXN037	ART	CON	Toronto Star	ON	CA	27-Jan-02	Coming clean on washers	AT HOME	3	1							
NEXW001	ART	CON	Nashville Tennessean	TN	US	10-Feb-02	Home Show brimming	HOME	6	1	1						
NEXW002	ART	CON	Nashville Tennessean	TN	US	15-Feb-02	The classy, the clever and the	WAM	13	1	1						
NEXN038	ART	CON	Portland Oregonian	OR	US	28-Mar-02	THE CREAM	HOMES & GARDENS OF	26	1							
NEXW003	ART	CON	Vero Beach Press Journal	FL	US	11-Aug-02	WHAT'S HOT ON THE	G	1								
NEXW004	ART	CON	Fort Pierce Tribune	FL	US	24-Aug-02	WHAT'S HOT ON THE HOME	C	1								
NEXW005	ART	CON	The Stuart News/Port St. Lucie	FL	US	25-Aug-02	WHAT'S HOT ON THE HOME	D	1								
NEXN039	ART	CON	Sierra		US	1-Sep-02	The hidden life of laundry		24	1							
NEXW006	NW	CON	The Associated Press State &		US	4-Sep-02	Some new and upcoming	Business News		1	1						
NEXW007	NW	CON	The Associated Press State &		US	7-Sep-02	Some new and upcoming	State and Regional		1	1						
NEXW008	BN	CON	CNNFN		US	11-Oct-02	Stock of the Day: Maytag Makes	Business		1		1					
NEXN040	ART	CON	Peterborough Examiner	ON	CA	1-Nov-02	Musty smell in washing machine	B	4			1					
NEXW009	ART	CON	Fresno Bee	CA	US	28-Dec-02	Time Savers These gadgets are	LIFE	1	1	1						
NEXW010	ART	CON	Modesto Bee	CA	US	5-Jan-03	GEE-WHIZ GADGETS	YOUR HOME	1	1	1						
NEXN041	ART	CON	Hamilton Spectator	ON	CA	23-Jan-03	At least \$10k in damage to each	NEWS	10								
NEXW011	ART	CON	Calgary Sun	AB	CA	2-Feb-03	WILD ART	Homes	14								
NEXN042	ART	CON	Akron Beacon Journal	OH	US	26-Jul-03	HERE'S HOW SOAKED FOLK CAN	LIFE STYLE	1								
NEXN043	ART	CON	SEATTLE POST-INTELLIGENCER	WA	US	31-Jul-03	HANDY LITTLE BOOK FOCUSES ON	GETAWAYS	9								
NEXW012	ART	TRD	Plastics News		US	11-Aug-03	Innovation runneth over at design		1								
NEXN044	ART	CON	Newport News Daily Press	VA	US	5-Oct-03	ELIMINATE ALL SIGNS OF ISABEL	Home & Garden	3								
NEXW013	ART	CON	South Bend Tribune	IN	US	17-Jan-04	Fabric care made easier	Home	1	1	1						
NEXN045	ART	CON	Atlanta Journal-Constitution	GA	US	26-Feb-04	ecoliving: Go for the green:	Buyer's Edge	13	1							
NEXN046	ART	CON	Reno Gazette-Journal	NV	US	1-Apr-04	Spring INTO THE outdoors	LIFE	1								
NEXN047	ART	CON	Sydney Daily Telegraph		AU	10-Apr-04	New spin on the laundry	REAL ESTATE /	79								
NEXN048	ART	CON	Sydney Daily Telegraph		AU	10-Apr-04	My beautiful laundry - Putting a	HOME	1	1							
NEXN049	ART	CON	Lakeland Ledger	FL	US	14-Jun-04	SWAP SHOP	Life	5								
NEXN050	NW	CON	The Associated Press State &		US	13-Sep-04	Maytag agrees to tentative			1		1					



Doc No.	Type	AUD	Source	State	Country	Date	Title or Headline	Section	Page	Topic in Article							
										Advantages	Whirl Advan	Problem	Whirl Prob	Steps Alleviate	# Steps	Steps Didn't Work	Irreparable
NEXW014	ART	CON	The Globe and Mail	ON	CA	1-Oct-04	Monied laundering; Dirty clothes	GLOBE REAL ESTATE	23	1							
NEXW015	ART	CON	Kansas City Star	KS	US	2-Nov-04	Customer agitated by clothes	E	8			1					
NEXN051	ART	CON	Buffalo News	NY	US	20-Dec-04	LEAKING WASHER TO GET FIXED	THE LINK	1								
NEXW016	ART	CON	Consumer Reports		US	Jan-05	MAYTAG TO COMPENSATE		9			1					
NEXN052	NW	CON	The Associated Press State &		US	28-Jan-05	Maytag reports a fourth quarter					1					
NEXW017	ART	CON	Des Moines Register	IA	US	29-Jan-05	Maytag reports \$9 million loss;	BUSINESS	1			1					
NEXW018	ART	CON	Consumer Reports		US	Feb-05	WASHER & DRYER UPDATE: A new		42	1	1	1		1	2		
NEXN053	ART	TRD	Madison County Record	IL	US	6-Mar-05	Inquiring minds want to know					1					
NEXN054	ART	TRD	Motion System Design		US	1-Apr-05	Avoid the blues	Letter to the Editor	10	1		1		1	1		
NEXN055	ART	CON	Philadelphia Daily News	PA	US	12-May-05	Wireless notebooks and high-tech	FEATURES	44	1							
NEXN056	ART	CON	Philadelphia Daily News	PA	US	17-May-05	What's hot from Sony, Samsung	LIFESTYLE		1							
NEXN057	ART	CON	Chattanooga Times Free Press	TN	US	20-May-05	What's hot in wireless, washing,	LIFESTYLE	4	1							
NEXN058	ART	CON	Newark Star-Ledger	NJ	US	26-May-05	Tips on purchasing a washing	HOME&GARDEN	89	1							
NEXN059	ART	CON	Austin American-Statesman	TX	US	9-Sep-05	Profess profession atop nuptial	LIFESTYLE	1			1		1			
NEXN060	NW	CON	Cox News Service		US	23-Sep-05	Home Depot, Lowe's gain on	Financial									
NEXN061	ART	CON	Atlanta Journal-Constitution	GA	US	24-Sep-05	Home Depot, Lowe's gain on	Business	1								
NEXN062	ART	CON	Atlanta Journal-Constitution	GA	US	24-Sep-05	Home Depot, Lowe's gain on	Business	1								
NEXN063	ART	CON	Kansas City Star	KS	US	25-Sep-05	Air circulation will help prevent	F	2			1					
NEXN065	ART	CON	Toronto Star	ON	CA	22-Oct-05	Use comb to protect fingers	HOMES	4			1		1	1		
NEXN064	ART	CON	Montreal Gazette	QC	CA	22-Oct-05	Clean without chemicals; choose	LIFE	8	1							
NEXN066	ART	CON	Cornwall Standard Freeholder	ON	CA	29-Oct-05	Clean without the chemicals	DO-IT-YOURSELF	32	1							
NEXN067	ART	CON	Fort Pierce Tribune	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3								
NEXN068	ART	CON	Vero Beach Press Journal	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3								
NEXN069	ART	CON	The Stuart News/Port St. Lucie	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3								
NEXN071	ART	CON	Charlottetown Guardian	PE	CA	8-Dec-05	Clean without chemicals	REAL ESTATE GUIDE	2	1							
NEXN072	ART	CON	Columbia State	SC	US	31-Jan-06	April fresh in the middle of winter	A		1							
NEXN073	ART	CON	Arizona Republic	AZ	US	2-Feb-06	CHECK YOUR GEAR	ARIZONA LIVING	3								
NEXN074	ART	TRD	Industry Week		US	1-Mar-06	QUALITY Takes A Beating	FEATURES	46			1					
NEXW019	ART	CON	Chicago Daily Herald	IL	US	14-Apr-06	Coming clean Homeowners go the	REAL ESTATE	1	1	1						
NEXN075	ART	CON	South China Morning Post		HK	24-Apr-06	Haier to sell handset unit to focus	BUSINESS	1								
NEXN076	ART	CON	The New Zealand Herald		US	7-May-06	Hot wired: Treats with knobs on	TECHNOLOGY		1							
NEXN077	ART	CON	Hamilton Spectator	ON	CA	31-May-06	Saving dollars; Get high-effeciency	NEW HOMES	22	1							
NEXN079	ART	TRD	Multi-Housing News		US	1-Jun-06	Products   laundry			1							
NEXW020	ART	CON	Business Daily Update			19-Jun-06	HAIER GROUP TARGETS										
NEXN080	ART	CON	Homes Magazine		AU	24-Jun-06	Looks that THRILL	AT HOME SHOPPING	14	1							
NEXN081	ART	CON	Popular Mechanics		US	1-Jul-06	Low-Orbit Workout		39	1							
NEXN082	ART	CON	Austin American-Statesman	TX	US	18-Jul-06	Wrong detergent could be causing	LIFE & ARTS	1			1		1	5	1	
NEXN083	NW	CON	Cox News Service		US	24-Jul-06	Consumer Q&A	Lifestyle				1		1	5	1	
NEXW021	NW	CON	PR Newswire		US	25-Jul-06	Whirlpool Corporation Reports			1	1						
NEXN084	ART	CON	Hamilton Spectator	ON	CA	29-Jul-06	Real clean machine	GO@HOME	22	1							
NEXN085	ART	CON	Melbourne Age		AU	1-Aug-06	Innocuous cop seeks vital signs	NEWS	19								
NEXN086	ART	CON	Orlando Sentinel	FL	US	6-Aug-06	HUD home help	HOMES	28								
NEXN087	ART	CON	Daytona Beach News-Journal	FL	US	12-Aug-06	BUT DOES IT WORK?	E	4								
NEXN088	ART	CON	Sunday Telegraph		AU	13-Aug-06	Slash your power bill	FEATURES	4	1							
NEXN089	NW	CON	Fair Disclosure Wire		US	15-Aug-06	Q2 2006 Home Depot Inc Earnings										
NEXN092	ART	CON	Topeka Capital-Journal	KS	US	16-Sep-06	Tomatoes can be ripened indoors	AT HOME	19								
NEXN093	ART	CON	The Wichita Eagle	KS	US	16-Sep-06	Pick green tomatoes at end of	C	4								
NEXN091	ART	CON	Kingston Whig-Standard	ON	CA	16-Sep-06	Going green in the tomato patch	THE TICKET	17								
NEXN094	ART	CON	The Wichita Eagle	KS	US	17-Sep-06	Pick green tomatoes at end of	C	4								
NEXN095	ART	CON	Chicago Tribune	IL	US	17-Sep-06	Green tomatoes are tangy treat of	HOME & GARDEN	9								
NEXW022	ART	CON	Philadelphia Daily News	PA	US	3-Oct-06	Take 'em for a spin; Newest	FEATURES	29	1	1						
NEXW023	ART	CON	Chattanooga Times Free Press	TN	US	17-Oct-06	State-of-the-art washers, dryers	LIFESTYLE	1	1	1						
NEXW024	ART	CON	The Bradenton Herald	FL	US	22-Oct-06	New washers, dryers are	BRIEFS	10	1	1						
NEXW025	ART	CON	The Bradenton Herald	FL	US	26-Nov-06	Decorate to get into the seasonal	BRIEFS	6								
NEXW026	ART	CON	Consumer Reports		US	Jan-07	WASHERS & DRYERS: Cycles of		39	1	1						
NEXW027	ART	CON	Buffalo News	NY	US	28-Jan-07	A Maytag mold problem gets	BUSINESS	3			1		1	2	1	
NEXW028	ART	CON	Daytona Beach News-Journal	FL	US	1-Feb-07	Washing machines come clean	B	1	1		1					
NEXW029	NW	CON	The Associated Press		US	2-Feb-07	Washer/dryers in pantries,	BUSINESS									
NEXW031	NW	CON	Copley News Service		US	2-Feb-07	Mold, mildew, bacteria all washed	HOME ZONE		1							
NEXW032	ART	CON	Chattanooga Times Free Press	TN	US	24-Feb-07	Items draw attention at	LIFESTYLE	8	1		1					
NEXW033	NW	CON	PR Newswire		US	19-Mar-07	Whirlpool(R) Brand Moves Full			1	1						
NEXW034	NW	CON	PR Newswire		US	22-Mar-07	Video: Whirlpool(R) Brand Moves										



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										Advantages	Whirl Advan	Problem	Whirl Prob	Steps Alleviate	# Steps	Steps Didn't Work	Irreparable
NEXW035	ART	CON	Home Furnishing Network		US	26-Mar-07	Whirlpool works up some steam		84								
NEXW036	ART	CON	Home Furnishing Network		US	26-Mar-07	Whirlpool works up some steam		84								
NEXN096	ART	CON	Oklahoma City Oklahoman	OK	US	29-Mar-07	Nanotech emerges from labs onto	BUSINESS	6	1							
NEXW037	ART	TRD	Plastics News		US	9-Apr-07	Competition rewards transforming	NEWS	4								
NEXN097	ART	CON	Sydney The Sun Herald		AU	29-Apr-07	You say we pay	HOME ON SUNDAY	6			1					
NEXN098	NW	CON	Business Wire		US	8-May-07	ADDING MULTIMEDIA Samsung			1							
NEXN099	ART	CON	St. Petersburg Times	FL	US	10-May-07	LOAN APPROVAL STRIKES HIM AS	FLORIDIAN	4	1		1					
NEXN100	ART	CON	Naples Daily News	FL	US	15-May-07	Mediterra unveils innovative	LOCAL NEWS		1							
NEXW038	NW	CON	PrimeNewswire		US	23-May-07	Liner Yankelevitz Investigates				1	1					
NEXN101	ART	CON	The Detroit News	MI	US	9-Jun-07	Get rid of stinky fungus in that	HOMESTYLE	14	1		1		1	3	1	
NEXN102	ART	CON	Austin American-Statesman	TX	US	14-Jun-07	JANE GREIG	LIFESTYLE	2			1					
NEXW039	ART	CON	Home Furnishing Network		US	25-Jun-07	Full steam ahead: Sears work out			1							
NEXN103	ART	CON	Manchester Union Leader	NH	US	30-Jun-07	Mountaintop masterpiece	AVENUES	1								
NEXN104	ART	CON	The Detroit News	MI	US	4-Jul-07	Curling shingles signal an	FEATURES	3			1		1	1		
NEXW040	NW	CON	Associated Press		US	2-Aug-07	Do 'green' appliances live up to	BUSINESS NEWS		1		1		1	3		
NEXW042	ART	CON	Chicago Tribune	IL	US	10-Aug-07	Do 'energy-efficient' appliances	NEW HOMES	1	1		1		1	3		
NEXW043	ART	TRD	Kitchen & Bath Business	IL	US	Oct-07	Moving Up			1	1						
NEXW044	ART	CON	The Washington Post	DC	US	20-Oct-07	In the Laundry Room, Luxury	FINANCIAL	15	1		1		1	6		
NEXW045	ART	CON	Jackson Clarion-Ledger	MS	US	26-Oct-07	Earnest Hart	BUSINESS	7	1		1		1	1		
NEXN105	ART	CON	Pittsburgh Post-Gazette	PA	US	10-Nov-07	SLICING DOWN THE HILL	LIFESTYLE	11								
NEXN106	ART	CON	Detroit News	MI	US	28-Nov-07	Professional waxes help wood	FEATURES	3	1		1		1	2		
NEXN107	ART	CON	Detroit News	MI	US	12-Dec-07	Washer can now be spotless inside	FEATURES	3			1		1	2	1	
NEXN108	ART	CON	Detroit News	MI	US	26-Dec-07	Indiana company steps in to help	FEATURES	4			1		1	2	1	
NEXW046	ART	CON	St. Petersburg Times	FL	US	12-Jan-08	MEET HGTV DESIGN MAVEN	HOMES	1	1	1						
NEXW047	ART	CON	Chicago Tribune	IL	US	17-Jan-08	5 neat products	YOUR PLACE	3	1		1		1	2		
NEXN109	ART	CON	Chicago Tribune	IL	US	20-Jan-08	Home biology 101--a study guide	REAL ESTATE	14	1							
NEXW048	ART	CON	Consumer Reports		US	Feb-08	WASHERS & DRYERS: Performance		45	1	1	1		1	2		
NEXN110	ART	TRD	Waste Age		US	1-Feb-08	NEW PRODUCTS	PRODUCTS	50								
NEXW049	NW	CON	PR Newswire		US	5-Feb-08	Whirlpool Corporation Reports			1	1						
NEXW050	NW	CON	PR Newswire		US	12-Feb-08	Whirlpool Corporation Showcases			1	1						
NEXW051	ART	TRD	Entertainment & Travel		US	18-Feb-08	WHIRLPOOL CORPORATION;		63	1	1						
NEXW052	ART	TRD	Leisure & Travel Business		US	18-Feb-08	WHIRLPOOL CORPORATION;		20	1	1						
NEXW053	ART	TRD	Leisure & Travel Week		US	18-Feb-08	WHIRLPOOL CORPORATION;		20	1	1						
NEXN111	ART	CON	Miami Herald	FL	US	29-Feb-08	Whither musty smell in washer?					1		1	1	1	
NEXW054	ART	CON	The Seattle Times	WA	US	1-Mar-08	Laundry appliances come clean on	Weekend Living	4	1	1						
NEXN112	NW	CON	Associated Press Financial		US	6-Mar-08	The Canadian Press Life-			1							
NEXN113	ART	CON	Calgary Sun	AB	CA	8-Mar-08	Clean break from harsh solvents	LIFESTYLE	34	1							
NEXN114	ART	CON	Miami Herald	FL	US	10-Mar-08	Monitor detergent used in front			1		1		1	3		
NEXN115	ART	CON	Lewiston Sun Journal	ME	US	13-Mar-08	Student can be reached through	ADVICE	13			1		1	4		
NEXW055	ART	CON	Norfolk Virginian-Pilot	VA	US	15-Mar-08	cleaning up latest appliances offer	AT HOME	32	1	1						
NEXN116	ART	CON	Lewiston Sun Journal	ME	US	19-Mar-08	Bert Dutil will share past	ADVICE	13			1		1	1		
NEXN117	ART	CON	Victoria Times Colonist	BC	CA	29-Mar-08	The hidden menace; Mould more	HOMES	1	1		1		1	4		
NEXW056	ART	CON	Orange County Register	CA	US	5-Apr-08	Rinse the stink out of your washer	LIFE	1	1		1		1	8	1	
NEXN118	ART	CON	Calgary Herald	AB	CA	5-Apr-08	New washing machine seen as	NEW HOMES	16	1							
NEXN119	ART	TRD	TWICE		US	7-Apr-08	Sears Names Moore Appliance	MAJOR APPLIANCES	66								
NEXW057	ART	CON	Ottawa Citizen	ON	CA	12-Apr-08	Don't throw out the front-loader	HOMES	4	1		1		1	1		
NEXW058	NW	CON	Canwest News Service		CA	15-Apr-08	Front loader still a great washer,			1		1		1	1		
NEXN120	ART	CON	Vancouver Sun	BC	CA	18-Apr-08	Not all mould is created equal;	AT HOME	4	1		1		1	4		
NEXN121	ART	CON	Orange County Register	CA	US	19-Apr-08	Readers sound off on stinky	LIFE	4	1		1		1	5		
NEXN122	ART	CON	Kansas City Star	KS	US	22-Apr-08	Devote energy to saving some	E	1	1							
NEXN123	NW	CON	Business Wire		US	23-Apr-08	Samsung Launches Next			1							
NEXN124	ART	CON	Atlanta Journal-Constitution	GA	US	25-Apr-08	FLOATING PALACE: Home on the	J	1								
NEXN125	ART	TRD	Electronics Business Journal		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	51	1							
NEXN126	ART	TRD	Electronics Newsweekly		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	2359	1							
NEXN127	ART	TRD	Journal of Technology &		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	2359	1							
NEXW059	ART	CON	Victoria Times Colonist	BC	CA	3-May-08	Is it time for a new washer?; If	HOMES	8	1		1		1	1		
NEXW060	ART	CON	Windsor Star	ON	CA	3-May-08	Dangers lurking; Inspector makes	HOMES	1	1		1		1	5		
NEXN128	ART	TRD	TWICE		US	5-May-08	Samsung Adds Fridge, Washer To	MAJOR APPLIANCES	36	1							
NEXW061	ART	CON	Calgary Herald	AB	CA	10-May-08	Freshen up that washing machine	GARDENING	4	1		1		1	3		
NEXW062	ART	CON	Victoria Times Colonist	BC	CA	10-May-08	Keep your washer fresh to prevent	HOMES	2	1		1		1	3		
NEXN129	ART	CON	Al-Bawaba			25-May-08	Energy efficiency and design			1							
NEXN130	NW	TRD	Middle East Company News			25-May-08	Energy efficiency and design			1							

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										Advantages	Whirl Advan	Problem	Whirl Prob	Steps Alleviate	# Steps	Steps Didn't Work	Irreparable
NEXW063	ART	CON	Business Week Online		US	30-May-08	LG Will Clean Up, With or Without			1							
NEXN131	ART	CON	Ottawa Citizen	ON	CA	31-May-08	Hidden health hazard; Concealed	HOMES	11	1		1		1	4		
NEXW064	ART	TRD	Units		US	1-Jun-08	Difference-making appliance		54	1							
NEXN133	ART	CON	Johannesburg Star		SA	17-Jul-08	COMING CLEAN WITH YOUR	Verve	16								
NEXN134	ART	CON	Raleigh News & Observer	NC	US	19-Jul-08	Top Drawer	HOME & GARDEN	4			1		1	3		
NEXN135	ART	CON	St. Paul Pioneer Press	MN	US	24-Jul-08	Everyday Cheapskate: Make your	FEATURES		1		1		1	1		
NEXN136	ART	CON	Cape Argus		SA	26-Jul-08	Can your washing come clean	LIFE	18								
NEXN137	ART	CON	Pacific Daily News		GU	30-Aug-08	Clean and efficient	GO GREEN	6	1							
NEXW065	ART	CON	Minneapolis Star Tribune	MN	US	2-Sep-08	Local inventor takes the PU out of F-E		1	1		1	1	1	7	1	
NEXN138	ART	CON	Washingtonpost.com		US	4-Sep-08	Home Front: Challenging Living	LIVEONLINE									
NEXW066	ART	CON	Chicago Tribune	IL	US	12-Sep-08	Inventor takes the PU out of	HOMES	10			1	1	1	3		
NEXW067	ART	CON	Chicago Tribune	IL	US	12-Sep-08	Inventor takes the PU out of front-	CHICAGO HOMES	12			1	1	1	5	1	
NEXW068	ART	CON	Lexington Herald Leader	KY	US	13-Sep-08	Does your washing machine smell?	ISO	1			1	1	1	4	1	
NEXW069	ART	CON	Norfolk Virginian-Pilot	VA	US	13-Sep-08	Inventor takes the PU out of front-	AT HOME	37			1	1	1	3		
NEXN139	ART	CON	Edmonton Journal	AB	CA	13-Sep-08	Who knew?	LIFESTYLE	17			1		1	1		
NEXW070	ART	CON	Bismarck Tribune	ND	US	14-Sep-08	Appliance repairman Paul Flynn of	HOMETOWN				1	1	1	3		
NEXN140	ART	CON	The Toronto Sun	ON	CA	14-Sep-08	Irene's Odd World	NEWS	20								
NEXN141	ART	CON	Edmonton Journal	AB	CA	16-Sep-08	VENTING /ventoing/ v.t. to give	CITYPLUS	2			1		1	1		
NEXW071	ART	CON	Wichita Eagle	KS	US	20-Sep-08	Inventor freshens front-loading	C	2			1	1	1	4	1	
NEXW072	ART	CON	Saskatoon Star Phoenix	SK	CA	18-Oct-08	Keep front-load washer free of	HOMES	8	1		1		1	3	1	
NEXW073	ART	CON	San Diego Union-Tribune	CA	US	30-Oct-08	A new head of steam; Modern	SDHOME	12	1	1						
NEXW074	ART	CON	Toronto Star	ON	CA	1-Nov-08	Appliance repairs give nasty shock	BUSINESS	8			1	1				
NEXW075	ART	CON	San Diego Union-Tribune	CA	US	9-Nov-08	A new head of steam; Modern	REAL ESTATE	5	1	1						
NEXN142	ART	CON	Minneapolis Star Tribune	MN	US	11-Nov-08	DOLLARS & SENSE	VARIETY	1			1		1	1		
NEXW076	ART	CON	Toronto Star	ON	CA	15-Nov-08	Breakdowns too late for	BUSINESS	5			1	1				
NEXN143	ART	CON	Lewiston Sun Journal	ME	US	21-Nov-08	How to rid washer of musty odor	ADVICE	15			1		1	5	1	
NEXN144	ART	CON	American School & University		US	1-Dec-08	THE TOP 10 PRODUCTS		30	1							
NEXW077	ART	CON	Syracuse Post-Standard	NY	US	13-Dec-08	GIVEAWAY: Affresh tablets	CNY	1	1		1		1	1		
NEXN145	ART	CON	Akron Beacon Journal	OH	US	26-Dec-08	Home and garden news and notes	LIFESTYLE				1		1	6		1
NEXN146	ART	CON	The Bismarck Tribune	ND	US	4-Jan-09	Getting rid of mold in clothes	LIFE				1		1	7		1
NEXW078	NW	CON	U.S. Newswire		US	5-Jan-09	Consumer Reports Reveal Great			1		1					
NEXW079	NW	CON	PR Newswire		US	6-Jan-09	Consumer Reports Reveal Great			1		1					
NEXN147	ART	CON	Belleville News-Democrat	IL	US	9-Jan-09	Get rid of mold in the washer	C	4			1		1	7		1
NEXN148	ART	CON	Minneapolis Star Tribune	MN	US	20-Jan-09	DOLLARS & SENSE	VARIETY	1			1		1	1		
NEXN149	ART	CON	Minneapolis Star Tribune	MN	US	20-Jan-09	Consumer champs and chumps	LIFESTYLE				1		1	1		
NEXW080	ART	CON	Washingtonpost.com	DC	US	22-Jan-09	Home Front: Home Energy Audits,	LIVEONLINE									
NEXW081	ART	CON	Consumer Reports		US	Feb-09	LETTERS. ASK OUR EXPERTS		6			1		1	8		
NEXW082	ART	CON	Consumer Reports		US	Feb-09	LAB TESTS: Ratings, reviews,		46	1	1	1	1	1			
NEXW085	ART	CON	Albuquerque Journal	NM	US	7-Feb-09	Mold may plague front-loading	HOME; B	1	1		1	1	1	9	1	1
NEXN150	ART	CON	Minneapolis Star Tribune	MN	US	9-Feb-09	FIXIT; Does heating food destroy	VARIETY	7			1		1	7		
NEXN152	ART	CON	Green Daily		US	20-Feb-09	Natural Laundry Confusion										
NEXW087	ART	CON	Pittsburgh Post-Gazette	PA	US	21-Feb-09	KEEPING UP APPLIANCES;	LIFESTYLE	1	1							
NEXN153	ART	CON	Detroit News	MI	US	4-Mar-09	Wood restoration system can save	FEATURES	3			1		1	1		
NEXN154	ART	TRD	Class Action Law Monitor		US	15-Mar-09	Court declines to dismiss suit		20			1					
NEXW088	ART	CON	Orlando Sentinel	FL	US	21-Mar-09	A wash for that smelly washer	HOME & GARDEN	1			1	1	1	3		
NEXW089	ART	CON	Washington Post	DC	US	2-Apr-09	Time to Say Bye To Washers of	HOME	1	1		1		1	6		
NEXW090	NW	TRD	Business Wire		US	13-Apr-09	Whirlpool Selects Cypress's PSoC®			1	1						
NEXN155	NW	CON	Creators Syndicate		US	14-Apr-09	Soak and Freeze Beans To Save					1		1	1		
NEXN156	ART	CON	St. Paul Pioneer Press	MN	US	14-Apr-09	Everyday Cheapskate reader tips:	FEATURES				1		1	1		
NEXW091	ART	TRD	Leisure & Travel Week		US	2-May-09	CYPRESS SEMICONDUCTOR CORP.;		3	1	1						
NEXW093	NW	CON	PR Newswire		US	4-May-09	Whirlpool Brand Introduces Its			1	1						
NEXN157	ART	CON	The Daily Telegraph		AU	9-May-09	Our top 3	MAGAZINE	24	1							
NEXN158	ART	CON	Homes Magazine		AU	23-May-09	winter warmth	HOME MAGAZINE	10	1							
NEXN159	ART	CON	Homes Magazine		AU	7-Jun-09	clearing the decks		26	1							
NEXW094	ART	CON	Kansas City Star	KS	US	14-Jun-09	Give your major household	D	3	1		1		1	5		
NEXN160	ART	CON	National Post		CA	18-Jun-09	Darn those imported face cloths	ARTS & LIFE	2			1		1	3	1	
NEXN162	ART	CON	Ottawa Citizen	ON	CA	20-Jun-09	Odour sleuth	HOMES	4			1		1	2	1	
NEXN161	ART	CON	Geelong Advertiser		AU	20-Jun-09	Sci-fi in the kitchen	PROPERTY	78	1							
NEXN163	ART	CON	Victoria Times Colonist	BC	CA	27-Jun-09	Raid the cupboard to tackle that	HOMES	2	1		1		1	4		
NEXN165	ART	CON	Consumer Reports		US	Jul-09	LAB TESTS. WASHERS & DRYERS:		48			1		1	5	1	
NEXN164	ART	CON	Consumer Reports		US	Jul-09	LAB TESTS. LAUNDRY		46								
NEXN166	ART	CON	Edmonton Journal	AB	CA	4-Jul-09	Stopping ants in their tracks and	NEW HOMES	1	1		1		1	3		

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										Advantages	Whirl Advan	Problem	Whirl Prob	Steps Alleviate	# Steps	Steps Didn't Work	Irreparable
NEXN167	ART	CON	New Straits Times		MY	6-Jul-09	Opening up possibilities	LOCAL	8	1							
NEXN168	ART	CON	Reno Gazette-Journal	NV	US	16-Jul-09	Your appliances could be making	LIV			1						
NEXN169	ART	CON	Victoria Times Colonist	BC	CA	18-Jul-09	Nail polish on carpet is big	HOMES	5		1		1	4	1		
NEXW095	NW	CON	PR Newswire		US	22-Jul-09	Whirlpool Corporation Reports										
NEXN170	ART	CON	Blisstree		US	30-Jul-09	Best Green Laundry Detergent										
NEXN171	ART	CON	Bloomington Pantagraph	IL	US	1-Aug-09	Home Front	LIFE	1	1		1		1	7		1
NEXW096	ART	CON	Business Week Online		US	4-Aug-09	How Whirlpool Puts New Ideas				1		1	1			
NEXN172	ART	CON	Daily News		LK	14-Aug-09	Abans launches new LG 'Health			1							
NEXN173	ART	CON	Norfolk Virginian-Pilot	VA	US	15-Aug-09	maximize your money	AT HOME	10	1		1		1	1		
NEXN174	ART	CON	TendersInfo		US	18-Aug-09	South Korea : Abans launches new			1							
NEXN176	ART	CON	Winnipeg Free Press	MB	CA	30-Aug-09	Egging very aggravating	D	4			1		1	5	1	
NEXN177	ART	CON	Dallas Morning News	TX	US	5-Sep-09	Washing machines need cleaning,	YOUR LIFE	8	1		1		1	2		
NEXN178	ART	CON	Hill Shire Times		AU	8-Sep-09	Water wise	FEATURES	87	1							
NEXN179	ART	CON	North Shore Times		AU	9-Sep-09	Water wise	FEATURES	28	1							
NEXN180	ART	CON	Northern District Times		AU	9-Sep-09	Water wise	FEATURES	39	1							
NEXN181	ART	CON	Rouse Hill Times		AU	9-Sep-09	Water wise	FEATURES	51	1							
NEXN182	ART	CON	Hornsby & Upper North Shore		AU	10-Sep-09	Water wise	FEATURES	81	1							
NEXN183	ART	CON	Manly Daily		AU	10-Sep-09	Water wise	FEATURES	20	1							
NEXN184	ART	CON	Winnipeg Free Press	MB	CA	13-Sep-09	Sediment, funny smell... it all	RENOVATION AND	2			1		1	2		
NEXN185	ART	CON	The Burlington Free Press	VT	US	21-Sep-09	Hats on to fall in Hinesburg	NEWS	1								
NEXW097	NW	CON	PR Newswire		US	21-Sep-09	Laundry? Forget About It; New			1	1						
NEXN188	ART	CON	Wilmington News Journal	DE	US	6-Oct-09	Arts, Music and Business alive and	SPARK									
NEXW098	ART	TRD	Journal of Technology		US	6-Oct-09	WHIRLPOOL CORPORATION;		49	1	1						
NEXW099	ART	TRD	Technology Business Journal		US	6-Oct-09	WHIRLPOOL CORPORATION;		37	1	1						
NEXW100	ART	TRD	Technology News Focus		US	7-Oct-09	WHIRLPOOL CORPORATION;		105	1	1						
NEXW101	ART	TRD	Journal of Technology &		US	11-Oct-09	WHIRLPOOL CORPORATION;		275	1	1						
NEXW102	NW	TRD	Fair Disclosure Wire		US	23-Oct-09	Q3 2009 Whirlpool Corporation			1	1						
NEXW103	NW	CON	PR Newswire		US	23-Oct-09	Whirlpool Corporation Reports			1	1						
NEXA001	ART	CON	Sunday Mail		AU	8-Nov-09	Decorate eco Go Green	Supplement	16	1							



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										Advantages	Problem	Steps Alleviate	Steps Didn't Work	Irreparable
NEXN001	ART	CON	Lewiston Morning Tribune	ID	US	26-Sep-91	GOOD RIDES MINUS CROWDS	E	3					
NEXN002	ART	CON	The Philadelphia Inquirer	PA	US	20-Apr-94	NEED A CLEANSER? CHECK THE	FOOD	1					
NEXN003	ART	CON	Birmingham News	AL	US	10-May-94	HERE'S THE SCOOP ON CLEANING	LIFESTYLE	101					
NEXN004	ART	CON	Albany Times Union	NY	US	13-May-94	OLD-TIME REMEDIES GAIN LUSTER	LIFE & LEISURE	1					
NEXN005	ART	CON	Chicago Tribune	IL	US	5-Jun-94	OLD REMEDIES FOR HOUSEHOLD	HOME	1					
NEXN006	ART	CON	San Jose Mercury News	CA	US	18-Jan-95	OLD CLEANUP TRICKS RELY ON	FOOD	1					
NEXN007	ART	CON	London Daily Mail		UK	29-Jun-95	Should we play the noise down		46					
NEXN008	ART	CON	London Daily Mail		UK	30-Jun-95	Should we play the noise down		47					
NEXN009	ART	CON	London Daily Mail		UK	13-Jul-95	Why can't we have the baby I long		46					
NEXN011	ART	CON	DALLAS MORNING NEWS	TX	US	29-Sep-95	Frame of reference; Tips on how to	HOME						
NEXN012	ART	CON	Hartford Courant	CT	US	5-Apr-96	OUTTAKES	SPORTS	5					
NEXN013	ART	CON	London Times		UK	31-Jul-96	Black and white load survives night	Home						
NEXN014	ART	CON	Minneapolis Star Tribune	MN	US	13-Apr-97	Hard work, fast action best fix for	News	17					
NEXN015	ART	CON	Countryside & Small Stock		US	1-May-97	These homemade snacks are		44					
NEXN016	ART	CON	Fairfield County Woman	CT	US	30-Sep-97	Opportunities with a "Conscience		27					
NEXN017	ART	CON	Cleveland Plain Dealer	OH	US	25-Jan-98	HOUSES FULL OF GREAT IDEAS;	HOMES	1					
NEXN018	ART	CON	Stoke Sentinel		UK	17-Mar-98	The wonder of whales in the	ELLE	3					
NEXN019	ART	CON	St. Petersburg Times	FL	US	21-Mar-98	An Academy Awards presentation	HOME & GARDEN	1					
NEXN020	ART	CON	Home Living Central		AU	4-Aug-98	LOOK AFTER YOUR APPLIANCES							
NEXN021	ART	CON	Home Living South		AU	4-Aug-98	LOOK AFTER APPLIANCES							
NEXN022	ART	CON	Home Living West		AU	4-Aug-98	LOOK AFTER APPLIANCES							
NEXN023	ART	CON	Arkansas Democrat-Gazette	AR	US	21-Aug-98	Loads of; loads; Here's the scoop	WEEKEND	10					
NEXN024	ART	CON	Fort Lauderdale Sun-Sentinel	FL	US	25-Sep-98	CLEANING HOUSE	Local	14					
NEXN025	ART	CON	Pittsburgh Post-Gazette	PA	US	5-Apr-99	THE LATEST SPIN ON GOOD CLEAN	LIFESTYLE	1					
NEXN026	ART	TRD	Store Equipment & Design		US	1-Feb-00	EQUIPMENT SUPPLIERS		102					
NEXN027	ART	CON	Edmonton Journal	AB	CA	27-May-00	Green living from the ground up:	K	1					
NEXN028	ART	CON	Great Falls Tribune	MT	US	18-Jul-00	Mad about mold	M	4					
NEXN029	ART	CON	Grand Rapid Press	MI	US	28-Oct-00	Properly storing outdoor	OUTDOORS	3					
NEXN030	ART	CON	Cornwall Standard Freeholder	ON	CA	24-Feb-01	Environmentally friendly cleaners	HOMETOWN	25					
NEXN031	ART	CON	Sunday Age		AU	3-Jun-01	basketcase; good life	LIFE	29					
NEXN032	ART	CON	In Business	WI	US	3-Aug-01	An inn with a 5 star eco rating		21					
NEXN033	ART	CON	Newport News Daily Press	VA	US	28-Oct-01	AGITATING DECISION PRICE ISN'T	Home & Garden	1					
NEXN034	ART	CON	Tulsa World	OK	US	29-Dec-01	Check out washing action,	LIVING						
NEXN035	ART	CON	The Wichita Eagle	KS	US	29-Dec-01	FINDING THE BEST WASHING	HOME & GARDEN	3					
NEXN036	ART	CON	Chicago Tribune	IL	US	11-Jan-02	Wringing the best qualities from	YOUR PLACE	6					
NEXN037	ART	CON	Toronto Star	ON	CA	27-Jan-02	Coming clean on washers	AT HOME	3					
NEXW001	ART	CON	Nashville Tennessean	TN	US	10-Feb-02	Home Show brimming	HOME	6					
NEXW002	ART	CON	Nashville Tennessean	TN	US	15-Feb-02	The classy, the clever and the	WAM	13					
NEXN038	ART	CON	Portland Oregonian	OR	US	28-Mar-02	THE CREAM	HOMES & GARDENS OF	26					
NEXW003	ART	CON	Vero Beach Press Journal	FL	US	11-Aug-02	WHAT'S HOT ON THE	G	1					
NEXW004	ART	CON	Fort Pierce Tribune	FL	US	24-Aug-02	WHAT'S HOT ON THE HOME	C	1					
NEXW005	ART	CON	The Stuart News/Port St. Lucie	FL	US	25-Aug-02	WHAT'S HOT ON THE HOME	D	1					
NEXN039	ART	CON	Sierra		US	1-Sep-02	The hidden life of laundry		24					
NEXW006	NW	CON	The Associated Press State &		US	4-Sep-02	Some new and upcoming	Business News						
NEXW007	NW	CON	The Associated Press State &		US	7-Sep-02	Some new and upcoming	State and Regional						
NEXW008	BN	CON	CNNFN		US	11-Oct-02	Stock of the Day: Maytag Makes	Business						
NEXN040	ART	CON	Peterborough Examiner	ON	CA	1-Nov-02	Musty smell in washing machine	B	4		1			
NEXW009	ART	CON	Fresno Bee	CA	US	28-Dec-02	Time Savers These gadgets are	LIFE	1					
NEXW010	ART	CON	Modesto Bee	CA	US	5-Jan-03	GEE-WHIZ GADGETS	YOUR HOME	1					
NEXN041	ART	CON	Hamilton Spectator	ON	CA	23-Jan-03	At least \$10k in damage to each	NEWS	10					
NEXW011	ART	CON	Calgary Sun	AB	CA	2-Feb-03	WILD ART	Homes	14					
NEXN042	ART	CON	Akron Beacon Journal	OH	US	26-Jul-03	HERE'S HOW SOAKED FOLK CAN	LIFE STYLE	1					
NEXN043	ART	CON	SEATTLE POST-INTELLIGENCER	WA	US	31-Jul-03	HANDY LITTLE BOOK FOCUSES ON	GETAWAYS	9					
NEXW012	ART	TRD	Plastics News		US	11-Aug-03	Innovation runneth over at design		1					
NEXN044	ART	CON	Newport News Daily Press	VA	US	5-Oct-03	ELIMINATE ALL SIGNS OF ISABEL	Home & Garden	3					
NEXW013	ART	CON	South Bend Tribune	IN	US	17-Jan-04	Fabric care made easier	Home	1	1				
NEXN045	ART	CON	Atlanta Journal-Constitution	GA	US	26-Feb-04	ecoliving: Go for the green:	Buyer's Edge	13					
NEXN046	ART	CON	Reno Gazette-Journal	NV	US	1-Apr-04	Spring INTO THE outdoors	LIFE	1					
NEXN047	ART	CON	Sydney Daily Telegraph		AU	10-Apr-04	New spin on the laundry	REAL ESTATE /	79					
NEXN048	ART	CON	Sydney Daily Telegraph		AU	10-Apr-04	My beautiful laundry - Putting a	HOME	1					
NEXN049	ART	CON	Lakeland Ledger	FL	US	14-Jun-04	SWAP SHOP	Life	5					
NEXN050	NW	CON	The Associated Press State &		US	13-Sep-04	Maytag agrees to tentative							

Doc No.	Type	AUD	Source	State	Country	Date	Title or Headline	Section	Page	Tpoic in Headline				
										Advantages	Problem	Steps Alleviate	Steps Didn't Work	Irreparable
NEXW014	ART	CON	The Globe and Mail	ON	CA	1-Oct-04	Monied laundering; Dirty clothes	GLOBE REAL ESTATE	23					
NEXW015	ART	CON	Kansas City Star	KS	US	2-Nov-04	Customer agitated by clothes	E	8					
NEXN051	ART	CON	Buffalo News	NY	US	20-Dec-04	LEAKING WASHER TO GET FIXED	THE LINK	1					
NEXW016	ART	CON	Consumer Reports		US	Jan-05	MAYTAG TO COMPENSATE		9					
NEXN052	NW	CON	The Associated Press State &		US	28-Jan-05	Maytag reports a fourth quarter							
NEXW017	ART	CON	Des Moines Register	IA	US	29-Jan-05	Maytag reports \$9 million loss;	BUSINESS	1					
NEXW018	ART	CON	Consumer Reports		US	Feb-05	WASHER & DRYER UPDATE: A new		42					
NEXN053	ART	CON	Madison County Record	IL	US	6-Mar-05	Inquiring minds want to know							
NEXN054	ART	TRD	Motion System Design		US	1-Apr-05	Avoid the blues	Letter to the Editor	10					
NEXN055	ART	CON	Philadelphia Daily News	PA	US	12-May-05	Wireless notebooks and high-tech	FEATURES	44					
NEXN056	ART	CON	Philadelphia Daily News	PA	US	17-May-05	What's hot from Sony, Samsung	LIFESTYLE						
NEXN057	ART	CON	Chattanooga Times Free Press	TN	US	20-May-05	What's hot in wireless, washing,	LIFESTYLE	4					
NEXN058	ART	CON	Newark Star-Ledger	NJ	US	26-May-05	Tips on purchasing a washing	HOME&GARDEN	89					
NEXN059	ART	CON	Austin American-Statesman	TX	US	9-Sep-05	Profess profession atop nuptial	LIFESTYLE	1					
NEXN060	NW	CON	Cox News Service		US	23-Sep-05	Home Depot, Lowe's gain on	Financial						
NEXN061	ART	CON	Atlanta Journal-Constitution	GA	US	24-Sep-05	Home Depot, Lowe's gain on	Business	1					
NEXN062	ART	CON	Atlanta Journal-Constitution	GA	US	24-Sep-05	Home Depot, Lowe's gain on	Business	1					
NEXN063	ART	CON	Kansas City Star	KS	US	25-Sep-05	Air circulation will help prevent	F	2					
NEXN065	ART	CON	Toronto Star	ON	CA	22-Oct-05	Use comb to protect fingers	HOMES	4					
NEXN064	ART	CON	Montreal Gazette	QC	CA	22-Oct-05	Clean without chemicals; choose	LIFE	8					
NEXN066	ART	CON	Cornwall Standard Freeholder	ON	CA	29-Oct-05	Clean without the chemicals	DO-IT-YOURSELF	32					
NEXN067	ART	CON	Fort Pierce Tribune	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3					
NEXN068	ART	CON	Vero Beach Press Journal	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3					
NEXN069	ART	CON	The Stuart News/Port St. Lucie	FL	US	4-Dec-05	Take proper care with quilted	AT HOME	3					
NEXN071	ART	CON	Charlottetown Guardian	PE	CA	8-Dec-05	Clean without chemicals	REAL ESTATE GUIDE	2					
NEXN072	ART	CON	Columbia State	SC	US	31-Jan-06	April fresh in the middle of winter	A						
NEXN073	ART	CON	Arizona Republic	AZ	US	2-Feb-06	CHECK YOUR GEAR	ARIZONA LIVING	3					
NEXN074	ART	TRD	Industry Week		US	1-Mar-06	QUALITY Takes A Beating	FEATURES	46					
NEXW019	ART	CON	Chicago Daily Herald	IL	US	14-Apr-06	Coming clean Homeowners go the	REAL ESTATE	1					
NEXN075	ART	CON	South China Morning Post		HK	24-Apr-06	Haier to sell handset unit to focus	BUSINESS	1					
NEXN076	ART	CON	The New Zealand Herald		US	7-May-06	Hot wired: Treats with knobs on	TECHNOLOGY						
NEXN077	ART	CON	Hamilton Spectator	ON	CA	31-May-06	Saving dollars; Get high-effeciency	NEW HOMES	22					
NEXN079	ART	TRD	Multi-Housing News		US	1-Jun-06	Products   laundry							
NEXW020	ART	CON	Business Daily Update			19-Jun-06	HAIER GROUP TARGETS							
NEXN080	ART	CON	Homes Magazine		AU	24-Jun-06	Looks that THRILL	AT HOME SHOPPING	14					
NEXN081	ART	CON	Popular Mechanics		US	1-Jul-06	Low-Orbit Workout		39					
NEXN082	ART	CON	Austin American-Statesman	TX	US	18-Jul-06	Wrong detergent could be causing	LIFE & ARTS	1		1			
NEXN083	NW	CON	Cox News Service		US	24-Jul-06	Consumer Q&A	Lifestyle						
NEXW021	NW	CON	PR Newswire		US	25-Jul-06	Whirlpool Corporation Reports							
NEXN084	ART	CON	Hamilton Spectator	ON	CA	29-Jul-06	Real clean machine	GO@HOME	22					
NEXN085	ART	CON	Melbourne Age		AU	1-Aug-06	Innocuous cop seeks vital signs	NEWS	19					
NEXN086	ART	CON	Orlando Sentinel	FL	US	6-Aug-06	HUD home help	HOMES	28					
NEXN087	ART	CON	Daytona Beach News-Journal	FL	US	12-Aug-06	BUT DOES IT WORK?	E	4					
NEXN088	ART	CON	Sunday Telegraph		AU	13-Aug-06	Slash your power bill	FEATURES	4					
NEXN089	NW	CON	Fair Disclosure Wire		US	15-Aug-06	Q2 2006 Home Depot Inc Earnings							
NEXN092	ART	CON	Topeka Capital-Journal	KS	US	16-Sep-06	Tomatoes can be ripened indoors	AT HOME	19					
NEXN093	ART	CON	The Wichita Eagle	KS	US	16-Sep-06	Pick green tomatoes at end of	C	4					
NEXN091	ART	CON	Kingston Whig-Standard	ON	CA	16-Sep-06	Going green in the tomato patch	THE TICKET	17					
NEXN094	ART	CON	The Wichita Eagle	KS	US	17-Sep-06	Pick green tomatoes at end of	C	4					
NEXN095	ART	CON	Chicago Tribune	IL	US	17-Sep-06	Green tomatoes are tangy treat of	HOME & GARDEN	9					
NEXW022	ART	CON	Philadelphia Daily News	PA	US	3-Oct-06	Take 'em for a spin; Newest	FEATURES	29	1				
NEXW023	ART	CON	Chattanooga Times Free Press	TN	US	17-Oct-06	State-of-the-art washers, dryers	LIFESTYLE	1					
NEXW024	ART	CON	The Bradenton Herald	FL	US	22-Oct-06	New washers, dryers are	BRIEFS	10	1				
NEXW025	ART	CON	The Bradenton Herald	FL	US	26-Nov-06	Decorate to get into the seasonal	BRIEFS	6					
NEXW026	ART	CON	Consumer Reports		US	Jan-07	WASHERS & DRYERS: Cycles of		39					
NEXW027	ART	CON	Buffalo News	NY	US	28-Jan-07	A Maytag mold problem gets	BUSINESS	3		1			
NEXW028	ART	CON	Daytona Beach News-Journal	FL	US	1-Feb-07	Washing machines come clean	B	1					
NEXW029	NW	CON	The Associated Press		US	2-Feb-07	Washer/dryers in pantries,	BUSINESS						
NEXW031	NW	CON	Copley News Service		US	2-Feb-07	Mold, mildew, bacteria all washed	HOME ZONE						
NEXW032	ART	CON	Chattanooga Times Free Press	TN	US	24-Feb-07	Items draw attention at	LIFESTYLE	8					
NEXW033	NW	CON	PR Newswire		US	19-Mar-07	Whirlpool(R) Brand Moves Full							
NEXW034	NW	CON	PR Newswire		US	22-Mar-07	Video: Whirlpool(R) Brand Moves							

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NEXW035	ART	CON	Home Furnishing Network		US	26-Mar-07	Whirlpool works up some steam		84					
NEXW036	ART	CON	Home Furnishing Network		US	26-Mar-07	Whirlpool works up some steam		84					
NEXN096	ART	CON	Oklahoma City Oklahoman	OK	US	29-Mar-07	Nanotech emerges from labs onto	BUSINESS	6					
NEXW037	ART	TRD	Plastics News		US	9-Apr-07	Competition rewards transforming	NEWS	4					
NEXN097	ART	CON	Sydney The Sun Herald		AU	29-Apr-07	You say we pay	HOME ON SUNDAY	6					
NEXN098	NW	CON	Business Wire		US	8-May-07	ADDING MULTIMEDIA Samsung							
NEXN099	ART	CON	St. Petersburg Times	FL	US	10-May-07	LOAN APPROVAL STRIKES HIM AS	FLORIDIAN	4					
NEXN100	ART	CON	Naples Daily News	FL	US	15-May-07	Mediterra unveils innovative	LOCAL NEWS						
NEXW038	NW	CON	PrimeNewswire		US	23-May-07	Liner Yankelevitz Investigates							
NEXN101	ART	CON	The Detroit News	MI	US	9-Jun-07	Get rid of stinky fungus in that	HOMESTYLE	14		1	1		
NEXN102	ART	CON	Austin American-Statesman	TX	US	14-Jun-07	JANE GREIG	LIFESTYLE	2					
NEXW039	ART	CON	Home Furnishing Network		US	25-Jun-07	Full steam ahead: Sears work out							
NEXN103	ART	CON	Manchester Union Leader	NH	US	30-Jun-07	Mountaintop masterpiece	AVENUES	1					
NEXN104	ART	CON	The Detroit News	MI	US	4-Jul-07	Curling shingles signal an	FEATURES	3					
NEXW040	NW	CON	Associated Press		US	2-Aug-07	Do 'green' appliances live up to	BUSINESS NEWS						
NEXW042	ART	CON	Chicago Tribune	IL	US	10-Aug-07	Do 'energy-efficient' appliances	NEW HOMES	1					
NEXW043	ART	TRD	Kitchen & Bath Business	IL	US	Oct-07	Moving Up							
NEXW044	ART	CON	The Washington Post	DC	US	20-Oct-07	In the Laundry Room, Luxury	FINANCIAL	15					
NEXW045	ART	CON	Jackson Clarion-Ledger	MS	US	26-Oct-07	Earnest Hart	BUSINESS	7					
NEXN105	ART	CON	Pittsburgh Post-Gazette	PA	US	10-Nov-07	SLICING DOWN THE HILL	LIFESTYLE	11					
NEXN106	ART	CON	Detroit News	MI	US	28-Nov-07	Professional waxes help wood	FEATURES	3					
NEXN107	ART	CON	Detroit News	MI	US	12-Dec-07	Washer can now be spotless inside	FEATURES	3					
NEXN108	ART	CON	Detroit News	MI	US	26-Dec-07	Indiana company steps in to help	FEATURES	4					
NEXW046	ART	CON	St. Petersburg Times	FL	US	12-Jan-08	MEET HGTV DESIGN MAVEN	HOMES	1					
NEXW047	ART	CON	Chicago Tribune	IL	US	17-Jan-08	5 neat products	YOUR PLACE	3					
NEXN109	ART	CON	Chicago Tribune	IL	US	20-Jan-08	Home biology 101--a study guide	REAL ESTATE	14					
NEXW048	ART	CON	Consumer Reports		US	Feb-08	WASHERS & DRYERS: Performance		45					
NEXN110	ART	TRD	Waste Age		US	1-Feb-08	NEW PRODUCTS	PRODUCTS	50					
NEXW049	NW	CON	PR Newswire		US	5-Feb-08	Whirlpool Corporation Reports							
NEXW050	NW	CON	PR Newswire		US	12-Feb-08	Whirlpool Corporation Showcases							
NEXW051	ART	TRD	Entertainment & Travel		US	18-Feb-08	WHIRLPOOL CORPORATION;		63					
NEXW052	ART	TRD	Leisure & Travel Business		US	18-Feb-08	WHIRLPOOL CORPORATION;		20					
NEXW053	ART	TRD	Leisure & Travel Week		US	18-Feb-08	WHIRLPOOL CORPORATION;		20					
NEXN111	ART	CON	Miami Herald	FL	US	29-Feb-08	Whither musty smell in washer?				1			
NEXW054	ART	CON	The Seattle Times	WA	US	1-Mar-08	Laundry appliances come clean on	Weekend Living	4					
NEXN112	NW	CON	Associated Press Financial		US	6-Mar-08	The Canadian Press Life-							
NEXN113	ART	CON	Calgary Sun	AB	CA	8-Mar-08	Clean break from harsh solvents	LIFESTYLE	34					
NEXN114	ART	CON	Miami Herald	FL	US	10-Mar-08	Monitor detergent used in front							
NEXN115	ART	CON	Lewiston Sun Journal	ME	US	13-Mar-08	Student can be reached through	ADVICE	13					
NEXW055	ART	CON	Norfolk Virginian-Pilot	VA	US	15-Mar-08	cleaning up latest appliances offer	AT HOME	32					
NEXN116	ART	CON	Lewiston Sun Journal	ME	US	19-Mar-08	Bert Dutil will share past	ADVICE	13					
NEXN117	ART	CON	Victoria Times Colonist	BC	CA	29-Mar-08	The hidden menace; Mould more	HOMES	1					
NEXW056	ART	CON	Orange County Register	CA	US	5-Apr-08	Rinse the stink out of your washer	LIFE	1		1			
NEXN118	ART	CON	Calgary Herald	AB	CA	5-Apr-08	New washing machine seen as	NEW HOMES	16					
NEXN119	ART	TRD	TWICE		US	7-Apr-08	Sears Names Moore Appliance	MAJOR APPLIANCES	66					
NEXW057	ART	CON	Ottawa Citizen	ON	CA	12-Apr-08	Don't throw out the front-loader	HOMES	4	1				
NEXW058	NW	CON	Canwest News Service		CA	15-Apr-08	Front loader still a great washer,			1				
NEXN120	ART	CON	Vancouver Sun	BC	CA	18-Apr-08	Not all mould is created equal;	AT HOME	4					
NEXN121	ART	CON	Orange County Register	CA	US	19-Apr-08	Readers sound off on stinky	LIFE	4		1			
NEXN122	ART	CON	Kansas City Star	KS	US	22-Apr-08	Devote energy to saving some	E	1					
NEXN123	NW	CON	Business Wire		US	23-Apr-08	Samsung Launches Next							
NEXN124	ART	CON	Atlanta Journal-Constitution	GA	US	25-Apr-08	FLOATING PALACE: Home on the	J	1					
NEXN125	ART	TRD	Electronics Business Journal		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	51					
NEXN126	ART	TRD	Electronics Newsweekly		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	2359					
NEXN127	ART	TRD	Journal of Technology &		US	28-Apr-08	SAMSUNG ELECTRONICS	EXPANDED REPORTING	2359					
NEXW059	ART	CON	Victoria Times Colonist	BC	CA	3-May-08	Is it time for a new washer?; If	HOMES	8					
NEXW060	ART	CON	Windsor Star	ON	CA	3-May-08	Dangers lurking; Inspector makes	HOMES	1					
NEXN128	ART	TRD	TWICE		US	5-May-08	Samsung Adds Fridge, Washer To	MAJOR APPLIANCES	36					
NEXW061	ART	CON	Calgary Herald	AB	CA	10-May-08	Freshen up that washing machine	GARDENING	4					
NEXW062	ART	CON	Victoria Times Colonist	BC	CA	10-May-08	Keep your washer fresh to prevent	HOMES	2		1	1		
NEXN129	ART	CON	Al-Bawaba			25-May-08	Energy efficiency and design							
NEXN130	NW	TRD	Middle East Company News			25-May-08	Energy efficiency and design							



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NEXW063	ART	CON	Business Week Online		US	30-May-08	LG Will Clean Up, With or Without							
NEXN131	ART	CON	Ottawa Citizen	ON	CA	31-May-08	Hidden health hazard; Concealed	HOMES	11					
NEXW064	ART	TRD	Units		US	1-Jun-08	Difference-making appliance		54					
NEXN133	ART	CON	Johannesburg Star		SA	17-Jul-08	COMING CLEAN WITH YOUR	Verve	16					
NEXN134	ART	CON	Raleigh News & Observer	NC	US	19-Jul-08	Top Drawer	HOME & GARDEN	4					
NEXN135	ART	CON	St. Paul Pioneer Press	MN	US	24-Jul-08	Everyday Cheapskate: Make your	FEATURES						
NEXN136	ART	CON	Cape Argus		SA	26-Jul-08	Can your washing come clean	LIFE	18					
NEXN137	ART	CON	Pacific Daily News		GU	30-Aug-08	Clean and efficient	GO GREEN	6					
NEXW065	ART	CON	Minneapolis Star Tribune	MN	US	2-Sep-08	Local inventor takes the PU out of F-E		1	1	1	1		
NEXN138	ART	CON	Washingtonpost.com		US	4-Sep-08	Home Front: Challenging Living	LIVEONLINE						
NEXW066	ART	CON	Chicago Tribune	IL	US	12-Sep-08	Inventor takes the PU out of	HOMES	10		1	1		
NEXW067	ART	CON	Chicago Tribune	IL	US	12-Sep-08	Inventor takes the PU out of front-	CHICAGO HOMES	12		1	1		
NEXW068	ART	CON	Lexington Herald Leader	KY	US	13-Sep-08	Does your washing machine smell?	ISO	1		1			
NEXW069	ART	CON	Norfolk Virginian-Pilot	VA	US	13-Sep-08	Inventor takes the PU out of front-	AT HOME	37		1	1		
NEXN139	ART	CON	Edmonton Journal	AB	CA	13-Sep-08	Who knew?	LIFESTYLE	17					
NEXW070	ART	CON	Bismarck Tribune	ND	US	14-Sep-08	Appliance repairman Paul Flynn of	HOMETOWN						
NEXN140	ART	CON	The Toronto Sun	ON	CA	14-Sep-08	Irene's Odd World	NEWS	20					
NEXN141	ART	CON	Edmonton Journal	AB	CA	16-Sep-08	VENTING /ventoing/ v.t. to give	CITYPLUS	2					
NEXW071	ART	CON	Wichita Eagle	KS	US	20-Sep-08	Inventor freshens front-loading	C	2					
NEXW072	ART	CON	Saskatoon Star Phoenix	SK	CA	18-Oct-08	Keep front-load washer free of	HOMES	8		1	1		
NEXW073	ART	CON	San Diego Union-Tribune	CA	US	30-Oct-08	A new head of steam; Modern	SDHOME	12					
NEXW074	ART	CON	Toronto Star	ON	CA	1-Nov-08	Appliance repairs give nasty shock	BUSINESS	8					
NEXW075	ART	CON	San Diego Union-Tribune	CA	US	9-Nov-08	A new head of steam; Modern	REAL ESTATE	5					
NEXN142	ART	CON	Minneapolis Star Tribune	MN	US	11-Nov-08	DOLLARS & SENSE	VARIETY	1					
NEXW076	ART	CON	Toronto Star	ON	CA	15-Nov-08	Breakdowns too late for	BUSINESS	5					
NEXN143	ART	CON	Lewiston Sun Journal	ME	US	21-Nov-08	How to rid washer of musty odor	ADVICE	15		1			
NEXN144	ART	CON	American School & University		US	1-Dec-08	THE TOP 10 PRODUCTS		30					
NEXW077	ART	CON	Syracuse Post-Standard	NY	US	13-Dec-08	GIVEAWAY: Affresh tablets	CNY	1					
NEXN145	ART	CON	Akron Beacon Journal	OH	US	26-Dec-08	Home and garden news and notes	LIFESTYLE						
NEXN146	ART	CON	The Bismarck Tribune	ND	US	4-Jan-09	Getting rid of mold in clothes	LIFE			1	1		
NEXW078	NW	CON	U.S. Newswire		US	5-Jan-09	Consumer Reports Reveal Great							
NEXW079	NW	CON	PR Newswire		US	6-Jan-09	Consumer Reports Reveal Great							
NEXN147	ART	CON	Belleville News-Democrat	IL	US	9-Jan-09	Get rid of mold in the washer	C	4		1	1		
NEXN148	ART	CON	Minneapolis Star Tribune	MN	US	20-Jan-09	DOLLARS & SENSE	VARIETY	1					
NEXN149	ART	CON	Minneapolis Star Tribune	MN	US	20-Jan-09	Consumer champs and chumps	LIFESTYLE						
NEXW080	ART	CON	Washingtonpost.com	DC	US	22-Jan-09	Home Front: Home Energy Audits,	LIVEONLINE						
NEXW081	ART	CON	Consumer Reports		US	Feb-09	LETTERS. ASK OUR EXPERTS		6					
NEXW082	ART	CON	Consumer Reports		US	Feb-09	LAB TESTS: Ratings, reviews,		46					
NEXW085	ART	CON	Albuquerque Journal	NM	US	7-Feb-09	Mold may plague front-loading	HOME; B	1	1	1	1		
NEXN150	ART	CON	Minneapolis Star Tribune	MN	US	9-Feb-09	FIXIT; Does heating food destroy	VARIETY	7					
NEXN152	ART	CON	Green Daily		US	20-Feb-09	Natural Laundry Confusion							
NEXW087	ART	CON	Pittsburgh Post-Gazette	PA	US	21-Feb-09	KEEPING UP APPLIANCES;	LIFESTYLE	1					
NEXN153	ART	CON	Detroit News	MI	US	4-Mar-09	Wood restoration system can save	FEATURES	3					
NEXN154	ART	TRD	Class Action Law Monitor		US	15-Mar-09	Court declines to dismiss suit		20					
NEXW088	ART	CON	Orlando Sentinel	FL	US	21-Mar-09	A wash for that smelly washer	HOME & GARDEN	1		1	1		
NEXW089	ART	CON	Washington Post	DC	US	2-Apr-09	Time to Say Bye To Washers of	HOME	1					
NEXW090	NW	TRD	Business Wire		US	13-Apr-09	Whirlpool Selects Cypress's PSoc®							
NEXN155	NW	CON	Creators Syndicate		US	14-Apr-09	Soak and Freeze Beans To Save							
NEXN156	ART	CON	St. Paul Pioneer Press	MN	US	14-Apr-09	Everyday Cheapskate reader tips:	FEATURES						
NEXW091	ART	TRD	Leisure & Travel Week		US	2-May-09	CYPRESS SEMICONDUCTOR CORP.;		3					
NEXW093	NW	CON	PR Newswire		US	4-May-09	Whirlpool Brand Introduces Its			1				
NEXN157	ART	CON	The Daily Telegraph		AU	9-May-09	Our top 3	MAGAZINE	24					
NEXN158	ART	CON	Homes Magazine		AU	23-May-09	winter warmth	HOME MAGAZINE	10					
NEXN159	ART	CON	Homes Magazine		AU	7-Jun-09	clearing the decks		26					
NEXW094	ART	CON	Kansas City Star	KS	US	14-Jun-09	Give your major household	D	3					
NEXN160	ART	CON	National Post		CA	18-Jun-09	Darn those imported face cloths	ARTS & LIFE	2					
NEXN162	ART	CON	Ottawa Citizen	ON	CA	20-Jun-09	Odour sleuth	HOMES	4					
NEXN161	ART	CON	Geelong Advertiser		AU	20-Jun-09	Sci-fi in the kitchen	PROPERTY	78					
NEXN163	ART	CON	Victoria Times Colonist	BC	CA	27-Jun-09	Raid the cupboard to tackle that	HOMES	2					
NEXN165	ART	CON	Consumer Reports		US	Jul-09	LAB TESTS. WASHERS & DRYERS:		48					
NEXN164	ART	CON	Consumer Reports		US	Jul-09	LAB TESTS. LAUNDRY		46					
NEXN166	ART	CON	Edmonton Journal	AB	CA	4-Jul-09	Stopping ants in their tracks and	NEW HOMES	1					

Doc No.	Type	AUD	Source	State	Country	Date	Title or Headline	Section	Page	Tpoic in Headline				
										Advantages	Problem	Steps Alleviate	Steps Didn't Work	Irreparable
NEXN167	ART	CON	New Straits Times		MY	6-Jul-09	Opening up possibilities	LOCAL	8					
NEXN168	ART	CON	Reno Gazette-Journal	NV	US	16-Jul-09	Your appliances could be making	LIV						
NEXN169	ART	CON	Victoria Times Colonist	BC	CA	18-Jul-09	Nail polish on carpet is big	HOMES	5					
NEXW095	NW	CON	PR Newswire		US	22-Jul-09	Whirlpool Corporation Reports							
NEXN170	ART	CON	Blisstree		US	30-Jul-09	Best Green Laundry Detergent							
NEXN171	ART	CON	Bloomington Pantagraph	IL	US	1-Aug-09	Home Front	LIFE	1					
NEXW096	ART	CON	Business Week Online		US	4-Aug-09	How Whirlpool Puts New Ideas							
NEXN172	ART	CON	Daily News		LK	14-Aug-09	Abans launches new LG 'Health							
NEXN173	ART	CON	Norfolk Virginian-Pilot	VA	US	15-Aug-09	maximize your money	AT HOME	10					
NEXN174	ART	CON	TendersInfo		US	18-Aug-09	South Korea : Abans launches new							
NEXN176	ART	CON	Winnipeg Free Press	MB	CA	30-Aug-09	Egging very aggravating	D	4					
NEXN177	ART	CON	Dallas Morning News	TX	US	5-Sep-09	Washing machines need cleaning,	YOUR LIFE	8					
NEXN178	ART	CON	Hill Shire Times		AU	8-Sep-09	Water wise	FEATURES	87					
NEXN179	ART	CON	North Shore Times		AU	9-Sep-09	Water wise	FEATURES	28					
NEXN180	ART	CON	Northern District Times		AU	9-Sep-09	Water wise	FEATURES	39					
NEXN181	ART	CON	Rouse Hill Times		AU	9-Sep-09	Water wise	FEATURES	51					
NEXN182	ART	CON	Hornsby & Upper North Shore		AU	10-Sep-09	Water wise	FEATURES	81					
NEXN183	ART	CON	Manly Daily		AU	10-Sep-09	Water wise	FEATURES	20					
NEXN184	ART	CON	Winnipeg Free Press	MB	CA	13-Sep-09	Sediment, funny smell... it all	RENOVATION AND	2					
NEXN185	ART	CON	The Burlington Free Press	VT	US	21-Sep-09	Hats on to fall in Hinesburg	NEWS	1					
NEXW097	NW	CON	PR Newswire		US	21-Sep-09	Laundry? Forget About It; New							
NEXN188	ART	CON	Wilmington News Journal	DE	US	6-Oct-09	Arts, Music and Business alive and	SPARK						
NEXW098	ART	TRD	Journal of Technology		US	6-Oct-09	WHIRLPOOL CORPORATION;		49	1				
NEXW099	ART	TRD	Technology Business Journal		US	6-Oct-09	WHIRLPOOL CORPORATION;		37	1				
NEXW100	ART	TRD	Technology News Focus		US	7-Oct-09	WHIRLPOOL CORPORATION;		105	1				
NEXW101	ART	TRD	Journal of Technology &		US	11-Oct-09	WHIRLPOOL CORPORATION;		275	1				
NEXW102	NW	TRD	Fair Disclosure Wire		US	23-Oct-09	Q3 2009 Whirlpool Corporation							
NEXW103	NW	CON	PR Newswire		US	23-Oct-09	Whirlpool Corporation Reports							
NEXA001	ART	CON	Sunday Mail		AU	8-Nov-09	Decorate eco Go Green	Supplement	16					



In re: Whirlpool Corp.  
Frontloading Washer  
Products Liability Litigation

Public Documents Database  
Code Sheet

Exhibit 4

**Source**

ART: Article  
NW: News Wire  
BN: Broadcast News Transcript

**Topic Content Points, all of which relate to Front Load Washers:**

Advantages: Mentions or describes advantages of Front Load Washers

Problem: About the mold/odor Problem

Steps Alleviate: Describing certain steps consumer can/should take to alleviate or correct problem

Step Didn't Work: Tried at least one step to correct Problem which didn't work

Irreparable: Problem may be irreparable or require replacement

# EXHIBIT 5



## **RESIDUE WILL BUILD UP IN THIS WASHER—CAUSING A MOLDY SMELL—YOU MUST TAKE REGULAR STEPS:**

Before you buy a Whirlpool front load washer, be aware that it does not automatically rinse away soil and detergent and other residues from the washer—even if you use High Efficiency (HE) detergent as recommended. The residue builds up from suds and dirt from your clothes, which stay in the washer, including where you can't see it or clean it manually.

With buildup of residue in the machine, this will create a strong odor of mold or mildew. To temporarily stop—but not eliminate—the problem, there are steps you must take every time you use the washer, AND you must clean it once a month:

- Leave the door open after every use. This is because it stays wet inside, and bacteria and fungus will grow on the residue that is left in the machine after each load. Be sure to monitor your children and pets at all times because they are at risk if they crawl in and the door closes.
- Wipe down the gasket around the door after each use of the washer. This is because mold and mildew grows as a result of water left behind in the folds of the seal after each use.
- Run the washer on its "Clean Washer" cycle at least once a month or after 30 cycles. Normal cycles do not wash away soil and detergent residue from the machine. The Clean Washer cycle fills the washer with water much higher than normal cycles, and the temperature is hotter.
- Buy and use AFFRESH™ tablets, or use chlorine bleach, and do so each time you run the Clean Washer cycle. This is because mold and mildew builds up, and starts to smell and gets on your clothes, even if you use HE detergent. You may need to run the Clean Washer cycle repeatedly or with 3 AFFRESH tablets in one cycle. AFFRESH was invented by Whirlpool after selling these washers and learning of these issues, and they cost \$7 for every 3 tablets.
- Wipe down the residue that appears visible on the door and in the drum. Do this after each use AND after you run the Clean Washer cycle, to wipe away the residue you can reach that is left after the cleaning product and the Clean Washer cycle is finished.

**IMPORTANT:** If you regularly follow all these steps you may still not be able to eliminate the residue, because it can grow where you can't reach, such as behind the drum. You may be able to reduce the residue, and you may be able to temporarily eliminate or reduce the odors that come from the mold, bacteria, fungus and mildew that feeds on the soil and residue that remains in the washer.

**Please note: the water savings and energy efficiency rating for this washer have been calculated without extra rinses or use of Clean Washer cycles you must run.**